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GENERAL MILLS, INC. SWOT & PESTLE ANALYSIS

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Company Name : General Mills, Inc.

Company Sector : FMCG, Food Processing

Operating Geography : North America, United States, Global

About the Company : General Mills, Inc. founded in 1928, is an American Multinational manufacturer and marketer of branded consumer foods, sold through retail stores. It also serves the foodservice and commercial bakery industries with the supply of branded and unbranded products. The company is headquartered in Minneapolis, Minnesota, United States and has over 42,000 employees globally as of 2018. General Mills' mission statement is "To make lives healthier, easier and richer."

Revenue :US \$15.62 billion – FY ending May 2017

SWOT Analysis :

The SWOT Analysis for General Mills, Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Increasing the value of dividends per share 2.Brands have maintained consumer loyalty and trust 3.Provides safe working environment and encourage a healthy work\life balance 4.Committed to maintaining highest standards for responsible advertising and marketing 5.Contribution of resources, time and talent to communities 	<ul style="list-style-type: none"> 1.No revenue gains since 2012 reflecting stagnant growth 2.Unaware of the lawsuits filed against the company
Opportunities	Threats
<ul style="list-style-type: none"> 1.Rising demand for consumer products 2.Increasing awareness of food products 	<ul style="list-style-type: none"> 1.Intense Competition from various sectors within the industry 2.Increased bargaining power of both buyers and suppliers 3.Increased tariff rate on main components like agricultural land

PESTLE Analysis :

The PESTLE Analysis for General Mills, Inc. is given below:

Political	Economical
1.Changing political situations and uncertainty in the European markets may increase the cost of doing business	1.Effect of rising prices and supply chain disruptions 2.Tough competition in emerging markets like India and China with conditions favouring local companies
Social	Technological
1.Restructuring exercise conducted by the company leading to multiple loss of jobs and affecting employment 2.Changing consumer lifestyle, health consciousness are driving consumers towards organic food, driving growth.	1.'Customer Engagement' through digital transformation 2.Investments in technologies and analytics for agriculture will help framers strengthening the company's supply chain
Legal	Environmental
1.Facing litigations over misleading labelling claims which can attract penalties and affects the brand image. 2.Age discrimination in layoffs conducted in 2016.	1.General Mills has organization wide focus on environment and sustainability 2.Set target to sustainably source 100 percent of its ten priority ingredients by 2020.

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