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RECKITT BENCKISER GROUP SWOT & PESTLE ANALYSIS

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Company Name : Reckitt Benckiser Group

Company Sector : FMCG

Operating Geography : United Kingdom, Global

About the Company : Reckitt Benckiser Group plc is a manufacturer and marketer of health, hygiene and home products. It was formed in 1999 by the merger of the UK-based Reckitt & Colman plc and the Netherlands-based Benckiser NV. Headquartered in Slough, England, the company is selling its products in 180 countries and has about 35000 employees. Rakesh Kapoor is the current CEO.

Revenue :£ 9.891 billion (FY ending December 31st, 2016)

SWOT Analysis :

The SWOT Analysis for Reckitt Benckiser Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Growth driven by strong global brands 2.Global presence with sector diversification 3.High performing Research and Development 4.Multiple awards and recognitions 	<ul style="list-style-type: none"> 1.Embroided in controversies 2.Low penetration in rural markets 3.Lack of growth in meaningful categories
Opportunities	Threats
<ul style="list-style-type: none"> 1. Acquisition of Mead Johnson to drive growth and open new market access 2.High potential in Chinese and Indian markets 3.Expanding portfolios across categories and geographies 	<ul style="list-style-type: none"> 1.Strong competition 2.Emergence of private label brands

PESTLE Analysis :

The PESTLE Analysis for Reckitt Benckiser Group is given below:

Political	Economical
1.Volatile political climate and economic uncertainty may impact business	1.Strong GDP growth in emerging markets 2.Sharp fluctuations in currency markets
Social	Technological
1.Increased life expectancy with higher healthcare costs 2.Partnership with 'Save the Children'	1.Technology innovation and sustainable development
Legal	Environmental
1.Change in tax laws and regulations 2.Established compliance framework for suppliers	1.Initiatives for sustainability and reduction in carbon footprint 2.Sustainable sourcing and supply chain

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