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

## PESTLE Analysis :

The PESTLE Analysis for Reckitt Benckiser Group is given below:

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

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