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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.Embroiled 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 :

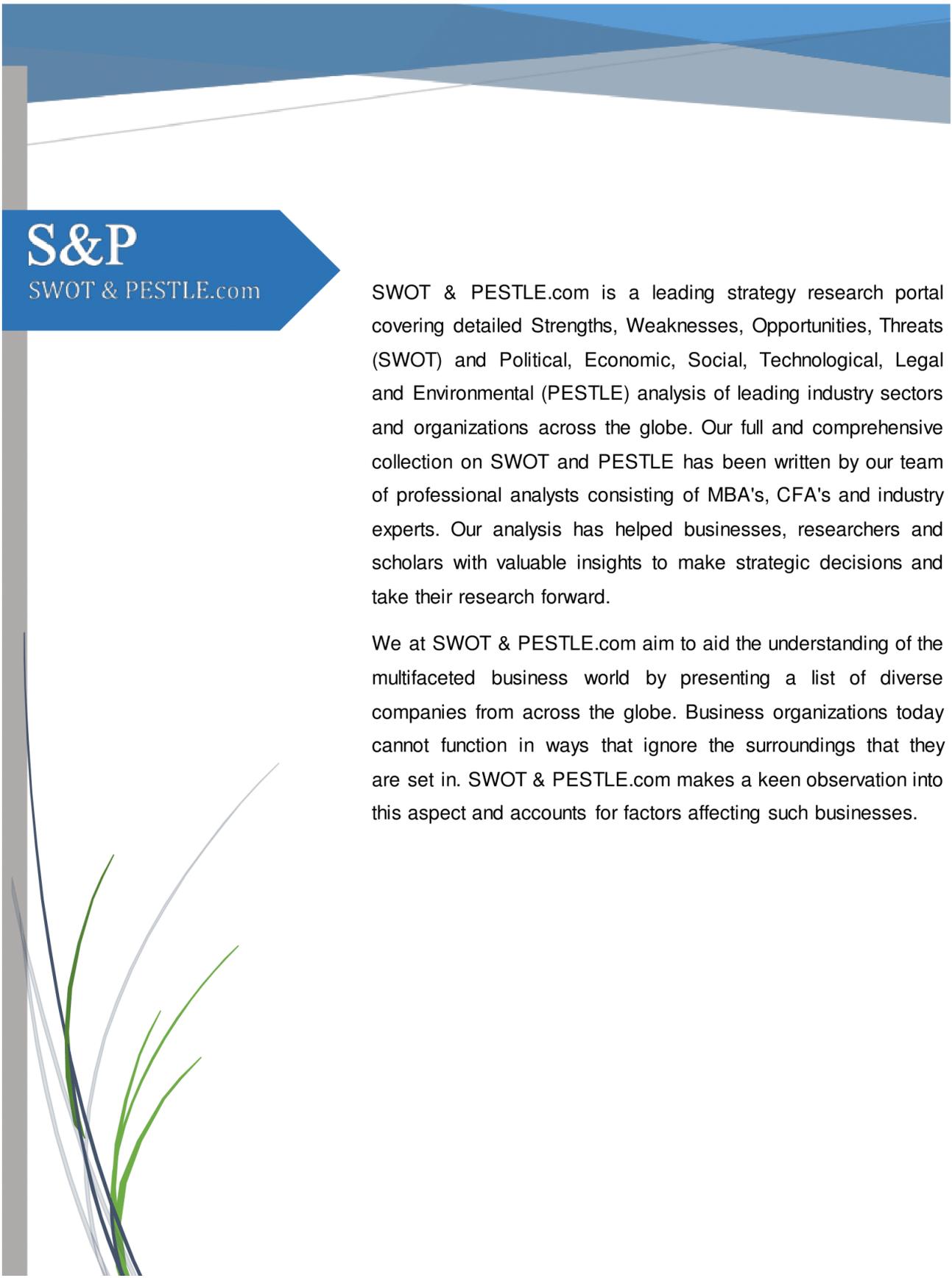
The PESTLE Analysis for Reckitt Benckiser Group is given below:

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

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