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PUBLIX SUPERMARKETS SWOT & PESTLE ANALYSIS

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Company Name : Publix Supermarkets

Company Sector : Retail

Operating Geography : United States, North America, Global

About the Company :

Founded in 1930, Publix Supermarkets Inc., along with its subsidiaries operates retail food supermarkets. Headquartered in Lakeland, Florida, Publix Super Markets was founded by George W. Jenkins. It is a private corporation that is wholly owned by present and past employees and members of the Jenkins family. It is the largest and fastest-growing employee-owned supermarket chain in the United States. It provides various grocery products, including dairy, produce, deli, bakery, meat, and seafood; and health and beauty care, general merchandise, pharmacy, floral, among other products and services. Publix has been named to Newsweek's 2021 America's Best Customer Service list, ranking No. 1 in the supermarket category. As of early 2022, it employed almost 232,000 people at its 1,293 supermarkets, cooking schools, corporate offices, grocery distribution centers and manufacturing facilities.

The USP or unique selling proposition of Publix Supermarkets Inc. lies in being the largest employee-owned company in the US. Publix Supermarkets' mission is to be the premier quality food retailer in the world.

Revenue :

\$48.39 billion – FY year ending 25th December 2021

\$45.20 billion – FY year ending 26th December 2020

SWOT Analysis :

The SWOT Analysis for Publix Supermarkets is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Wide suite of products and services 2. Stores in top locations with dense presence in Southeastern America 3. Totally employee-owned, American supermarket 4. Recipient of several awards and accolades 5. Shopping experience is a pleasure at Publix 	<ul style="list-style-type: none"> 1. Limited geographic presence to 7 states 2. Frequent product recalls a major showdown for the brand
Opportunities	Threats
<ul style="list-style-type: none"> 1. GreenWise Market paving way for attracting a new segment of customers 2. Private labels earn plump revenue and widen brand reach 3. Entering into metaverse with virtual grocery and NFTs 4. Launch of virtual convenience stores due to growing demand 	<ul style="list-style-type: none"> 1. Fierce competition by other supermarket brands 2. Increasing labor and inventory cost 3. Increasing instances of disasters threatening store openings 4. Increasing growth of Amazon in Florida threaten Publix's market share

PESTLE Analysis :

The PESTLE Analysis for Publix Supermarkets is given below:

Political	Economical
1.Tax exemptions and incentives under Project Suede 2.Leon County Democrats calls for a boycott of the supermarket chain	1.Impact of US China trade war 2.Increased operating costs in uncertain economic times
Social	Technological
1.Increasing preference for specialty, natural and organic products 2.Gen Z's demands and values are redefining grocers' online presence	1.Axway Transfer enabled IT system for secure and reliable data exchanges 2.Maximizing business intelligence capacity
Legal	Environmental
1.Requesting customers from openly carrying firearms	1.Robust water conservation mechanism 2.Large number of sustainable initiatives for environmental and public good

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