

---

# S&P TEST

SWOT & PESTLE.com

---

## WESFARMERS SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** Wesfarmers

**Company Sector :** Diversified

**Operating Geography :** Australia, New Zealand, Global

**About the Company :**

Wesfarmers is a prominent Australian company previously known as Western Australian Farmers' Cooperative. The company was established in 1914 as a farmers' cooperative and is headquartered in Western Australia. It began due to a demand amongst rural worker unions for lesser working hours and better pay. From a cooperative, Wesfarmers grew into one of the largest companies in Australia. It has business interests in diversified sectors which include food, liquor, home improvement, office supplies, convenience retail, apparel, coal mining, Fertilizer and industrial safety products. As of early 2023, Wesfarmers employed over 114,000 people. Wesfarmers won the annual Data Drivers Awards for Asia Pacific, the premier data awards that honour Snowflake customers leading their organisations and transforming their industries with the Data Cloud.

The USP of Wesfarmers is that it is one of the biggest companies in Australia. Wesfarmers mission is to 'engaging fairly with our suppliers, and sourcing ethically and sustainably; supporting the communities in which we operate; taking care of the environment; and. acting with integrity and honesty in all of our dealings.'

**Revenue :**

\$25.23 Billion – FY ending June 30th 2022

\$25.39 Billion – FY ending June 30th 2021

**SWOT Analysis :**

The SWOT Analysis for Wesfarmers is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Biggest player in the Private sector in Australia and New Zealand</li> <li>2.Extensive network of stores to tap markets throughout the country.</li> <li>3.Sustainable business with greater importance given to community building.</li> <li>4.Strong governing body of the company</li> </ul>	<ul style="list-style-type: none"> <li>1.All the business interests are not equally profitable.</li> <li>2.Highly dependent on local suppliers</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Growth in the online segment.</li> <li>2.Bunnings And Officeworks Drive Strong Sales And EBIT</li> <li>3.Lookout to diversify into new sectors.</li> <li>4.Reduction in consumption of energy to reduce costs and carbon footprint.</li> <li>5.Australia could grab 20% of the world's lithium refining by 2027</li> </ul>	<ul style="list-style-type: none"> <li>1.Extensive competition in retail segment</li> <li>2.Non-performers in a diversified portfolio</li> <li>3.COVID-led supply chain disruption is impacting operations</li> </ul>

## PESTLE Analysis :

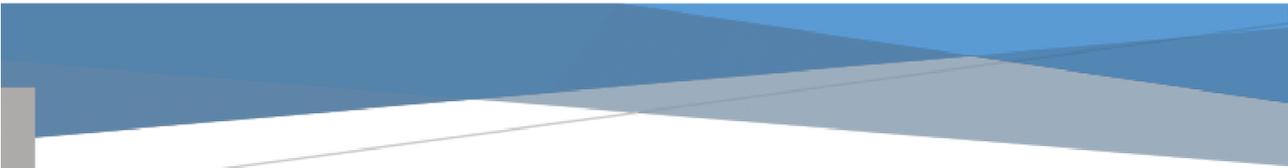
The PESTLE Analysis for Wesfarmers is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Restrictive trading hours due to political influences</li> <li>2.Planning, zoning and retail tenancy leases</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Rising cost-of-living crisis impacting business</li> <li>2.Higher wage costs in comparison to global market</li> <li>3.Increased strength of Australian and New Zealand dollars</li> <li>4.Higher interest rates and a slowdown in the Australian housing market.</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Increasing participation of women in the workforce.</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Increased online shopping through mobiles and other net devices.</li> <li>2.Use of technology to predict customer preferences and reduce business costs.</li> <li>3.Technology enabled value added services</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Wesfarmers admitted underpayment of Target staff by \$9 million</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Firms need to report their emissions under NGER Reporting act.</li> <li>2.Recycling and waste initiatives</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Wesfarmers** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)