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MORRISONS SWOT & PESTLE ANALYSIS

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Company Name : Morrisons

Company Sector : Retail

Operating Geography : United Kingdom, Europe

About the Company : Wm Morrison Supermarkets plc, is headquartered in Bradford, West Yorkshire, England and is the fourth largest chain of supermarket in the United Kingdom. It began as an egg and butter stall in Rawson Market, Bradford, England, in 1899 by William Morrison. The groups business mainly focuses on food and grocery. Half of the fresh food is sourced and processed by the group in its own manufacturing facilities and stores. Morrisons's expert food makers and shopkeepers prepare food in-store for customers. 97% of UK postcodes are covered by the supermarket's online delivery service. As of February 2021, Morrisons employed 110,000 employees in its 494 stores and served approximately 11 million customers per week. In 2021, Morrison extended its wholesale supply agreement with McColl's to 2027. Furthermore, 300 McColl's stores will be converted to Morrisons Daily in the next three years. After considering the improvements made by Morrison in its customer service, sales, innovation and supplier relations, Retail Industry Awards recognized Morrison as the Supermarket of the Year in 2021.

Morrisons unique selling proposition or USP lies in being the fourth largest chain of supermarket in the United States. Morrisons mission statement reads. "To make and provide food we're all proud of, where everyone's effort is worthwhile, so more and more people can afford to enjoy eating well."

Revenue :

\$17,598 million - FY ending, 31st January, 2021

\$17,536 million - FY ending, 31st January, 2020

SWOT Analysis :

The SWOT Analysis for Morrisons is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Food making skills with strong distribution network and an efficient supply chain 2.Highly customer oriented with 'MyView" features and "More Card" programmer 3.Large product portfolio and customization 	<ul style="list-style-type: none"> 1.Limited geographic presence 2.Delayed response to changes 3.Low customer recall of private label Morrison products and weak loyalty program sparking concerns
Opportunities	Threats
<ul style="list-style-type: none"> 1.Establishing global presence and become largest grocery retailer in UK 2.Convenience, online and discount channels are fastest growing sectors in UK 3.Move into non-food retailing in the UK 4.E-commerce boosting growth in pandemic conditions 5.Morrisons to expand Amazon partnership as sales soar 	<ul style="list-style-type: none"> 1.Changing rules and regulations 2.Growing competition 3.Increasing technological risks 4.Morrisons' rejection of \u00a35.5bn offer may spark bidding war for grocer 5.Morrisons axes wholesale supply to independent retailers over driver shortage 6.In spite of spiraling sales, profits clipped by Covid costs

PESTLE Analysis :

The PESTLE Analysis for Morrisons is given below:

<p style="text-align: center;">Political</p> <p>1. Brexit was a major political event and there was a lot of uncertainty due to changes in policies and regulations</p> <p>2. Huge impact due to multiple government legislation on UK food retailers</p>	<p style="text-align: center;">Economical</p> <p>1. Brexit caused significant fluctuations in currency and created inflationary pressures</p> <p>2. Oil price rise resulted in various household budgets becoming tighter for consumers</p>
<p style="text-align: center;">Social</p> <p>1. Rising age population presents various business opportunities</p> <p>2. Growing education and health of consumers in UK</p> <p>3. Morrisons launches new brand positioning with TV campaign</p>	<p style="text-align: center;">Technological</p> <p>1. Morrisons uses artificial intelligence to stock its stores and drive sales</p> <p>2. Investment in technology helped in reducing the wasted effort and cost making the business more efficient and responsive to customers</p> <p>3. Use of digital data to inform the business to identify the emerging trends and better serve customers</p> <p>4. Continuous focus on research and development to build in-house software and systems</p>
<p style="text-align: center;">Legal</p>	<p style="text-align: center;">Environmental</p>

1.Complies with food safety and legal standards like FSA targets on campylobacter levels

2.1000 ethical trade audits were undertaken in 2016 to ensure integrity

3.The company has policies and legal guidance to support compliance with several regulations

1.Operational carbon emissions were reduced by 26.9% and aim for 30% by 2025

2.Reduced use of poly boxes in supply chain by launching returnable 'bins' for fish products

3.Zero waste was directed to landfill in the manufacturing sites

4.Offering plastic-free fruit and veg options

5.Traditional pint-sized glass milk bottles set to be sold for 90p at 11 trial stores in bid to curb plastic waste

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