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MONDELEZ INTERNATIONAL SWOT & PESTLE ANALYSIS

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Company Name : Mondelez International

Company Sector : FMCG, Food Processing

Operating Geography : United States, North America, Global

About the Company : Mondelez International is an American confectionery, food and beverage company. It produces confectionery, gum, biscuits, and powdered beverages. It has employee strength of about 90,000 worldwide and is headquartered in Illinois, USA. The name Mondelez was adopted after 2012 spin-off of Kraft Foods Inc. Its portfolio includes many billion-dollar brands such as Cadbury, Stride, Halls, Oreo, Trident, etc. and has consumers in 165 countries.

Revenue :\$25.9 billion – Dec 2016

SWOT Analysis :

The SWOT Analysis for Mondelez International is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Brands with high revenue generating potential 2.Recent R&D investments 3.Strong distributor and dealer community 	<ul style="list-style-type: none"> 1.Decline in net revenue 2.Fluctuating earnings per share
Opportunities	Threats
<ul style="list-style-type: none"> 1.Biscuit sales in Latin America 2.Markets in developing countries 	<ul style="list-style-type: none"> 1.Volatile nature of commodity and other input costs 2.Third-party service providers

PESTLE Analysis :

The PESTLE Analysis for Mondelez International is given below:

Political	Economical
1.Political risk in European markets	1.Volatility in Global markets 2.Effect of Brexit
Social	Technological
1.Demographic and consumer trends 2.Seasonality of demand	1.Emergence of E-commerce 2.Automation of activities
Legal	Environmental
1.Evolution in accounting standards 2.Intellectual property rights 3.Regulations of region of operation	1.Environmental regulations 2.Sustainability goals

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