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OCADO SWOT & PESTLE ANALYSIS

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Company Name : Ocado

Company Sector : Retail, Online Food and Grocery

Operating Geography : United Kingdom, Europe, Global

About the Company :

Ocado Group plc is a United Kingdom-based online grocery retailer, headquartered in Hatfield, Hertfordshire, England. Ocado was founded in April 2000 by Jonathan Faiman, Jason Gissing and Tim Steiner, former merchant bankers with Goldman Sachs. Ocado was launched in January 2000 as a concept and started trading as a business in partnership with Waitrose in January 2002. The corpus of this corporate, along with its subsidiaries, centres on retailing and distribution of high quality FMCG commodities within the United Kingdom. Ocado's product line boasts of own brand groceries from the Waitrose supermarket chain, a range of Carrefour's products and an array of name brand groceries and other items. The company got listed on the London Stock Exchange in July 2010 and is currently a member of the FTSE 250 Index. Ocado has about 19,000 employees as of 2021. To hasten the creation of intelligent asset handling systems for the Ocado Smart Platform, the Ocado Group has announced its intention to acquire materials handling robotics startup Myrmex Inc for an estimated 10.2 million and the acquisition is anticipated to be finished by June, 2022.

The USP of Ocado is that it is a unique and completely independent online grocer wholly focused on the home delivery of high-quality food, drink and household goods. Ocado's mission is "To change the way the world shops, for good. We are changing the way the world shops, permanently and for the better" with a vision "To be the undisputed leader and global partner of choice in providing technology and automation solutions for grocery retail and beyond".

Revenue :

£ 2,499 million – FY ending 28th November 2021

£ 2,332 million – FY ending 29th November 2020

SWOT Analysis :

The SWOT Analysis for Ocado is given below:

| Strengths | Weaknesses |
|--|--|
| <ul style="list-style-type: none"> 1.Strong technology platform and proprietary software 2.Ocado's expansion of own brand range 3.Competitive pricing and wide range of grocery on offer 4.Partnerships with leading retail brands in UK and Europe 5.Strong alliance with Kroger leading to opening of CFCs | <ul style="list-style-type: none"> 1.Operations dependent on revolving credit facilities and debt 2.Exposure to a single market and relatively small scale considering the overall UK grocery market |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Expansion by replicating the business model in other lucrative European markets 2.Technology investments to enhance capabilities and competitive advantage 3.Licensing of robotics enabled automated warehouse platform 4.A large and growing opportunity for OSP 5.Moving towards investment in Autonomous mobility | <ul style="list-style-type: none"> 1.Competition from online retail giants such as AmazonFresh 2.Intense price-wars across grocery retail sector eroding margins |

PESTLE Analysis :

The PESTLE Analysis for Ocado is given below:

| Political | Economical |
|--|---|
| 1.Impact of Brexit on food prices | 1.Impact of pandemic on online grocery 2.Grocery industry experiencing input cost inflation |
| Social | Technological |
| 1.Increase in consumer focus on sectors such as organics and healthy eating 2.Efficient business model minimizing food waste 3.Urbanisation and increase in ageing population drive the demand for OSP | 1.Big data, artificial intelligence and automation helping retailers to increase efficiency 2.Strong online interface driving new alliances and customer experiences |
| Legal | Environmental |
| 1.Strong compliance standards and audits for suppliers | 1.Investments in sustainable logistics for customer delivery 2.Organization-wide commitment to sustainability |

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