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AHOLD DELHAIZE SWOT & PESTLE ANALYSIS

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Company Name : Ahold Delhaize

Company Sector : Retail, Food Retail and Supermarkets.

Operating Geography : Global, Europe, USA, Netherlands, Czech Republic.

About the Company : Royal Ahold is a food retail and supermarket operations chain headquartered in Zaandam, Netherlands, founded by Albert Heijn in 1887. As of year 2017 it has 236000 employess approximately with market capitalization of \$17.5 billion. Its 21 local brands works in formats of supermarkets, hypermarkets,drugstores, online grocery, online non-food stores, convenience stores and wine shops. It was conferred the designation 'Royal' by the Dutch Queen Beatrix in 1987. However, After its acquisition of Delhaize Group in 2015 it changed its name to Royal Ahold Delhaize.

Revenue :\$54,955 million as of 2016.

SWOT Analysis :

The SWOT Analysis for Ahold Delhaize is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. One of the world's largest retail groups 2. Strong financials 3. Sustainable retailing 4. Strong online sales 	<ol style="list-style-type: none"> 1. Merging of two companies will take time to fall in place 2. Uncertainties associated with the integration of Ahold and Delhaize 3. Significant financial debt outstanding
Opportunities	Threats
<ol style="list-style-type: none"> 1. Technological changes 2. Health conscious customer can be attracted using sustainable model 3. Growing online market 	<ol style="list-style-type: none"> 1. Customers are becoming more demanding 2. Scarcity of quality raw materials 3. Customers are more cost conscious 4. Growth of low-cost players

PESTLE Analysis :

The PESTLE Analysis for Ahold Delhaize is given below:

Political	Economical
<ol style="list-style-type: none"> 1. Political problems due to international operations 2. Claims based on U.S. civil liabilities may not be enforceable 	<ol style="list-style-type: none"> 1. Integration and restructuring costs following the merger 2. General economic factors 3. Changes in consumer spending patterns
Social	Technological
<ol style="list-style-type: none"> 1. Corporate responsibility and sustainable retailing 	<ol style="list-style-type: none"> 1. Dependency on IT systems 2. Technological changes in the world
Legal	Environmental
<ol style="list-style-type: none"> 1. Anti-trust conditions 2. Future changes in accounting standards 3. Subject to various laws and regulations 4. Risk of product liability claims and adverse publicity 	<ol style="list-style-type: none"> 1.

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