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## ALMARAI SWOT & PESTLE ANALYSIS

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**Company Name :** Almarai

**Company Sector :** Food and Beverages

**Operating Geography :** Saudi Arabia, Middle East

**About the Company :** Almarai is a leading food and beverages manufacturer and distributor in the Middle East. Established in 1977, the company and its subsidiaries are active in the Middle East and the North Africa region through five categories which are Dairy, Bakery, Juice, Poultry and Infant Nutrition. The dairy and juice is marketed under the Almarai name. Bakery business is done through Western Bakeries Company Ltd under the brand name L'usine products. In terms of joint ventures, the Company operates through International Dairy and Juice (IDJ) for dairy and juice products in Egypt and Jordan. For Bakery segment, they operate through Modern Food Industries (MFI) under the brand name 7Days. The company has its headquarters in Riyadh, Saudi Arabia as has over 42,000 employees as of January 2019.

Almarai's mission statement as per its annual report is "To provide quality and nutritious food and beverages that enrich consumers' lives every day."

Almarai's vision statement is "To be the consumers' preferred choice by leading in chosen markets with superior food and beverage products."

**Revenue :**

SAR 13,723 million - FY ended Dec 31, 2018 (year-on-year growth of – 1.5%)

SAR 13,936 million - FY ended Dec 31, 2017

**SWOT Analysis :**

The SWOT Analysis for Almarai is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong brand with high quality products</li> <li>2.Market leader in dairy market in GCC</li> <li>3.Strong distribution network</li> <li>4.Hot climatic conditions conducive for beverages market</li> </ul>	<ul style="list-style-type: none"> <li>1.High operating costs pressurizing pricing</li> <li>2.Over dependence on dairy and juices segment</li> <li>3.Major dependency on imports for raw materials</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Growth of milk market in Gulf Cooperation Council (GCC)</li> <li>2.Product diversification with major opportunity in infant nutrition</li> <li>3.Increasing number of pilgrims visiting Saudi for Hajj and Umrah to propel demand</li> </ul>	<ul style="list-style-type: none"> <li>1.Political situation in the Gulf region</li> <li>2.Feedstock supply disruption will increase cost</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for Almarai is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Ongoing tension in the gulf region 2.Cost controls by the government to hurt company</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Implication of exchange rate fluctuation in some markets 2.Decrease in consumer spending and attrition of expatriates</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Health conscious consumers 2.Increase in demand during festive seasons 3.Workforce localization initiatives to strengthen domestic brand value</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.High Investment in technology</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Change in regulatory laws and compliance</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Sustainable sourcing initiatives 2.Reducing wastage and use of natural resources</p>

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