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SEVEN AND I HOLDINGS SWOT & PESTLE ANALYSIS

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Company Name : Seven and I Holdings

Company Sector : Financial and IT Services/ Retail

Operating Geography : Japan, Asia

About the Company : Seven and I Holdings is a Japanese diversified and the largest convenience store fast-food operator in the world. Headquartered at Tokyo, Nibancho and Chiyoda in Japan. Established in 2005, the company is diversified services ranging from convenience stores, superstores, department stores, supermarkets, specialty stores, food services, financial services and IT services (pure holding company). The company recorded sales of 5.8 trillion yen and an operating income of 365.4 billion yen. The parent company is now ranked as the fifth largest retailer in the world. The seven eleven convenience stores are present across more than 15 countries, including the USA, Canada, Japan, countries in the South-East Asia region and Australia. 7-Eleven signs light up about 63,000 stores in 17 countries and regions around the world. The company employs 54,448 employees as of 2018 across its diversified segments.

Seven and I holdings mission is to “provide customers with valuable products and services and to create new wealth and employment opportunities by conducting management with respect for business ethics.”

Revenue :

11,048.25 billion yen (FY ended February 28, 2018) (y-o-y growth 4%)

10,621.5 billion yen (FY ended February 28, 2017)

SWOT Analysis :

The SWOT Analysis for Seven and I Holdings is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Strong Financial Performance and Growth Strategy 2.Global market presence 3.Strong brand equity 4.Continuous focus on innovation and creativity 	<ol style="list-style-type: none"> 1.High labor and franchising costs 2.Franchising issues and disputes 3.Wage disputes and compliance issues
Opportunities	Threats
<ol style="list-style-type: none"> 1. Omnichannel evolution 2. Scope to enter new markets 3. Positive growth for private labels 	<ol style="list-style-type: none"> 1. Rising competition in convenience stores 2. Exchange rate and currency fluctuations 3. Compliance issues regarding wages 4. Factors affecting financial services

PESTLE Analysis :

The PESTLE Analysis for Seven and I Holdings is given below:

Political	Economical
1.Trade regulations and policies 2.Trade hour regulations by Government 3.Changing prices of raw materials	1.Fluctuations in currency markets 2.Impact of change in Economic conditions
Social	Technological
1.Changing consumer demands and buying preferences 2.Focus on Product safety and labeling	1.Focus on digitization and Omni channel 2.Rising alternative form of payments in banking
Legal	Environmental
1.Compliance with wage policies 2.Litigations and regulatory actions 3.Environment regulations	1.Growing concern for impact of products on environment 2.Growing concern for reducing CO2 emissions

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