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ASSOCIATED BRITISH FOODS SWOT & PESTLE ANALYSIS

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Company Name : Associated British Foods

Company Sector : Grocery, Ingredients, Agriculture, Sugar and Retail

Operating Geography : United Kingdom, Europe

About the Company : Associated British Foods was founded by W. Garfield Weston in 1935 with its headquarters in London, the United Kingdom. The group operates through five strategic business segments: Grocery, Agriculture, Sugar, Ingredients and Retail.

Grocery segment consist of consumer-facing businesses which manufactures and markets a variety of food brands in national and international markets. The brand Twinings Ovaltine sells premium teas and malted beverages in more than 100 countries. Agriculture segment supplies products and services to farmers, processors, retailers and food manufacturers. The company supplies crop inputs to and buys grains from the farmers through its joint venture with Frontier Agriculture. Sugar segment operates in 10 countries with 24 factories that have the capacity to produce 4.5 million tn of sugar and 600 million lt of ethanol per year.

Ingredients segment focuses on high-value ingredients for food, pharmaceutical, feed and industrial applications. Its customers are spread in more than 50 countries covering food and non-food manufacturers. Retail segment consist of Primark which is one of the largest clothing retailers in Europe offering latest fashion at value prices. Primark's range includes women's wear, lingerie, menswear, child wear, hosiery and home ware, footwear and accessories.

Revenue :£15.4 billion as of 2017 (y-o-y +15%)

SWOT Analysis :

The SWOT Analysis for Associated British Foods is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Diversified Business Segments and Markets 2.Growth of Primark in Retail Segment 3.Strategic Turnaround of Sugar Business along with Policy Changes 4.Positive Trend for Ingredient Segment with Research Capabilities 	<ul style="list-style-type: none"> 1.Decline in Bakery Business 2.Low Presence in Emerging Markets
Opportunities	Threats
<ul style="list-style-type: none"> 1.Potential Opportunities in Agriculture segment after EU Referendum 2.Growing Demand for Twinings Brand in Global Markets 	<ul style="list-style-type: none"> 1.Movement in Exchange Rates and Inflation 2.Failure to Respond Appropriately to Health and Nutrition Concerns

PESTLE Analysis :

The PESTLE Analysis for Associated British Foods is given below:

Political	Economical
1.Impact of Brexit 2.Introduction of Sugar Tax in UK	1.Effect of Macro Factors 2.Tax Policies
Social	Technological
1.Popularity of Meat Substitutes 2.Focus on Health and Well-being 3.Modern Slavery and Human Trafficking 4.Promoting Gender Diversity	1.Use of Technology in day to day Operations 2.Genetically Modified (GM) Ingredients 3.Information Security
Legal	Environmental
1.Health and safety governance 2.Consumer Protection Laws 3.Increased Regulation and Safety in Supply Chain 4.Abolition of EU Sugar Sales Quotas	1.Protecting the Environment

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