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TYSON FOODS SWOT & PESTLE ANALYSIS

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Company Name : Tyson Foods

Company Sector : Consumer Goods & Food products

Operating Geography : United States, North America, Global

About the Company : Tyson Foods Inc., also popularly known as Tyson Corporation is one of the world's largest food companies serving its customers across United States and 115 other countries. It is headquartered in Springdale, Arkansas. The company was founded in the year 1935 and today has a broad portfolio of products and brands under it like Tyson, Jimmy Dean, Hillshire Farm, Ball Park, Wright, Aidells, ibp& State Fair. The company operates majorly in the following four segments ranked on the basis of the revenues earned from each of the segment –Beef, Pork, Chicken, Pre-cooked and processed foods. All its chicken operations are vertically-integrated & sells its products through a vast distribution network which includes direct sales to grocery retailers, grocery wholesalers, meat distributors, warehouse club stores, military commissaries, industrial food processing companies, chain restaurants or their distributors, live markets, international export companies and domestic distributors. Tyson employs approximately 122,000 employees as of early 2018. Tyson Foods USP or unique selling proposition lies in being the world's largest fully-integrated producer, processor, and marketer of poultry-based food products with some big brands under its umbrella.

Revenue :

US\$38,260 million - FY ending 30th September 2017 (y-o-y growth of 3.8 %)

US\$36,881 million - FY ending 30th September 2016

SWOT Analysis :

The SWOT Analysis for Tyson Foods is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Leader in protein based products in the world 2. Recognized brand name across United States 3. Customer loyalty through superior quality products 4. Association with big brand retailers in consumer foods segment 5. Strong presence with more than 300 facilities 	<ol style="list-style-type: none"> 1. Primarily dependent on independent contract suppliers 2. Undiversified customer portfolio 3. Frequent product recalls costing brand value
Opportunities	Threats
<ol style="list-style-type: none"> 1. Market expansion in niche markets 2. More diversified Product portfolio 3. Scope for continuous product innovation 	<ol style="list-style-type: none"> 1. Fluctuation in commodity prices by suppliers 2. Inevitable outbreaks of livestock diseases 3. Acquisition of AdvancePierre might not be that profitable 4. Intense competition from cheaper manufacturers in niche markets

PESTLE Analysis :

The PESTLE Analysis for Tyson Foods is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Variations globally in terms of federal, state & local laws & regulations 2. Government restrictions on imports & exports, trade barriers & quotas 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Seasonal demand for consumer goods 2. Fluctuation in currency rates 3. Volatility in capital markets & interest rates
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Changes in consumer buying preferences 2. Inclination towards healthier and cheaper vegetarian food products 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Complications in implementing an ERP system 2. Data protection for suppliers and clients
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Federal and state governments Food Inspection & Safety laws 2. Legal claims, lawsuits & other regulatory enforcement actions 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Animal welfare & antitrust issues controlling meat production in the US 2. Effective waste management & usage of renewable sources of energy

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