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WOOLWORTHS LIMITED SWOT & PESTLE ANALYSIS

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Company Name : Woolworths Limited

Company Sector : Retail, Diversified

Operating Geography : New Zealand, Australia, Global

About the Company :

Woolworths, founded in 1924 and also known as 'Woolies' is the largest Supermarket chain in Australia. It is owned by Woolworths Limited. It began operating fresh food stores 60 years ago with advances in refrigeration technology and revolutionized transport and storage. Woolworths Group has diversified into several products and services, food and liquor retail being the prime focus followed by fuel, insurance sector, etc. and has over 197,700 employees as of FY23.

Woolworths sells magazines, DVDs, health and beauty products, household products, pet and baby supplies, and stationery in addition to groceries (vegetables, fruit, meat, packaged foods, and so on). Woolworths Online (formerly HomeShop) is a supermarket's "click and collect" and home delivery service. Woolworths won Best Sustainable Display at the annual Creative Retail Awards in London for the 'Magical botanical gifting window: plastic waste' Christmas 2018 window displays. The first Mini Woolies were introduced in 2018 at St Edmund's College in Castle Hill, with 12 locations, and Woolworths announced in May 2022 that a further 25 would be available nationwide by June 2023.

The USP of Woolworths is that it is Australia's biggest supermarket chain. Woolworths' mission is "to deliver the best in convenience, value and quality for our customers".

Revenue :

A\$ 60.8 billion – FY ending June 26th 2022 (y-o-y growth 9.2%)

A\$ 55.7 billion – FY ending June 27th 2021

SWOT Analysis :

The SWOT Analysis for Woolworths Limited is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. One of the oldest and well-known retail brands in Australia 2. Large number of supermarkets and a huge market share 3. Broad range of products and services 4. Good amalgamation of online and brick and mortar-based sales channel 5. Strong commitment to environment and sustainability 	<ul style="list-style-type: none"> 1. Low presence across the globe 2. Woolworths' dominant position has led to troubled supplier relations 3. Slammed for ridiculous packaging practices 4. Frequent recalls dent brand loyalty
Opportunities	Threats
<ul style="list-style-type: none"> 1. Huge retail market in emerging economies 2. Leveraging big data analytics for efficiency and enhanced experience 3. Booming e-commerce market and online sales 4. Expansion into new popular healthcare service 5. Retail expansion through new supply chain facilities 	<ul style="list-style-type: none"> 1. Discounting wars with Coles 2. Aldi's aggressive expansion to be followed by other players 3. Increasing instances of data-breaches 4. Collapse of Australia's largest cold-chain refrigeration transport company will impact supply chain

PESTLE Analysis :

The PESTLE Analysis for Woolworths Limited is given below:

Political	Economical
1.Political pressure against the duopolistic nature of the retail market 2.Impact of Russia-Ukraine war on retailers	1.Inflation driving shift-away from dining 2.Easing regulations in retail paving way for new entrants
Social	Technological
1.Poor relationships with suppliers leading to change in business culture 2.Growing demand for transparent and convenient shopping experiences	1.Implementation of SAP-based merchandising system to improve efficiency 2.Embracing data-driven retail for improved decision making and enhanced shopping experiences 3.Leveraging AI for dynamic aisle optimisation
Legal	Environmental
1.Involvement in lawsuits and litigations 2.Legal action over underpayment of workers 3.Criticism over the Privacy Act	1.Investments in energy efficiency and carbon initiatives 2.Corporate giants push for fuel efficiency standards and EV uptake in Australia 3. Phase-out of in-store plastic shopping bags

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