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LIDL SWOT & PESTLE ANALYSIS

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Company Name : Lidl

Company Sector : Retail and Supermarket Chain

Operating Geography : Germany, Europe, Global

About the Company : Lidl Stiftung & Co. KG operates as a chain of discount stores. Founded in 1930 headquartered in Neckarsulm, Germany, Lidl Stiftung & Co. KG operates as a subsidiary of Schwarz Gruppe. It was formerly known as Schwarz Unternehmenstreuhand KG. It is owned by German entrepreneur, Dieter Schwarz, who also owns the store chains Handelshof and hypermarket Kaufland. The Company offers grocery, apparel, home furnishing, electrical, gardening, and promotional products serving a global customer base.

Lidl Stiftung & Co. KG is a retail chain outlet which initially started operations as a grocery store in Germany with 3 people and 500 product lines during 1973. As of 2018, this German global discount supermarket chain, has more than 10,000 stores with operations in more than 28 countries. During 2000 it established itself as a leading retailer in UK. In 2017, it started operations in the US. Lidl has partnered with regional and local farms meeting its strict guidelines and requirements. Each of its private label products undergo meticulous selection process, including quality testing. It strives to keep its customers up to date with the latest and most modern product ranges from across the world. However, 90% of its products are its own private labels which are specially developed to match the high standards of quality, taste and sensory testing. As of 2018, it has more than 315,000 employees.

Lidl's vision statement reads "To enhance the lives of our customers, by providing quality products at market leading value, whilst ensuring that customer satisfaction is at the heart of everything we do." Lidl's mission statement defines the following:

- "To deliver outstanding customer satisfaction.
- To ensure market leading quality and value by constantly innovating and optimising our efficient processes, driven by technology and people.
- To work with business partners in sustainable relationships, contributing positively to local

communities.

- To achieve long term success by investing in the recruitment, training and development of our people.”

Its unique selling proposition (USP) lies in offering healthy and fresh high value products for a low price, saving big money for the consumers.

Revenue :\$62 Billion

EUR 74.6 bn– FY ending Feb 2018 (y-o-y growth 8.8%)

SWOT Analysis :

The SWOT Analysis for Lidl is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Rapid expansions plans 2.Strong brand presence, especially in Europe. 3.Incredible growth pace 4.Strategic business model 	<ul style="list-style-type: none"> 1.Sluggish growth and slumping profitability in the USA 2.Spiked operational costs
Opportunities	Threats
<ul style="list-style-type: none"> 1.Opportunity to grow in the USA markets. 2.Growth in its private labels 	<ul style="list-style-type: none"> 1. Price wars from competitors. 2. Compromised brand image

PESTLE Analysis :

The PESTLE Analysis for Lidl is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Trump administration policies & Price war in the USA. 2.Brexit issue and effect on Euro and Pound 3.Membership of Euro Commerce 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Low price and High cost of discount chains
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Sustainability and Discount Business Models 2.Employee Satisfaction and revelation of spying on employees 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.WebMethods Integration Platform and Enterprise Service Bus. 2.Supply-Chain management and distribution services
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Legal action over pay scale dispute 2.Kroger files lawsuit against Lidl 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Supporting British Farming and the Environment 2.Carrier bags and Energy Efficiency

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