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TUPPERWARE BRANDS SWOT & PESTLE ANALYSIS

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Company Name : Tupperware Brands

Company Sector : Consumer Products

Operating Geography : United States, North America, Global

About the Company : Tupperware is an American multinational direct sales company having its headquarter in Orlando, Florida, US. It was founded in 1946 in Grafton, Massachusetts, US, with early beginnings in 1942, when Earl Tupper developed his first bell shaped container. This 70-year-old globally admired company runs through a 3.2 million successful Sales Force spread across 80 countries and is sold in over 100 countries. Spread across seven decades, the products have become increasingly diverse, beautiful and convenient. Product brands and categories include design-centric preparation, storage and serving solutions for the kitchen and home through the Tupperware® brand and beauty and personal care products through the Avroy Shlain® , Fuller® , NaturCare® , Nutrimetics® and Nuvo® brands.

Tupperware was the flagship brand to adopt direct marketing strategy made famous by the Tupperware party. As of early 2018, Tupperware employed over 12,000 people, of whom approximately 1,000 were based in the United States. The company underwent a name change, mirroring its identity as a "multibrand, multicategory direct-sales company," in December 2005, to bring focus up on its product diversity. The company was renamed Tupperware Brands Corporation. Over 39 world-renowned red dot awards adorn The Tupperware Design Team's hat, which is the highest honorary distinction in the design world.

Tupperware's vision reads, "Ignite a global community, especially women, to realize their best selves through opportunity, enrichment, celebration, and above all else, uplifting relationships. We are committed to accelerating profitable revenue growth for the benefit of all our stakeholders." Tupperware's USP or unique selling proposition lies in being the pioneering global direct-to-consumer company engaged in the manufacture and sale of high quality home and kitchen products and being the most trusted brands in housewares.

Revenue :

Total Net Sales:

\$ 2,255.8 million – FY ended 30th Dec 2017 (Net loss of \$265.4 million)

\$ 2,213.1 million – FY ended 30th Dec 2016

SWOT Analysis :

The SWOT Analysis for Tupperware Brands is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. One of the largest direct sellers of the world 2. Strong Global Presence 3. Strong brand name 4. Diversified product portfolio 5. Promoting women empowerment 	<ul style="list-style-type: none"> 1. Negative Debt-Equity Ratio 2. Declining growth of net sales and profits 3. Low stock Valuation
Opportunities	Threats
<ul style="list-style-type: none"> 1. Growth in Container market 2. Expanding business in more emerging markets 3. Rising adoption of new technologies 	<ul style="list-style-type: none"> 1. Increasing Competition 2. Brand loss and pricing pressures due to duplicates 3. Plastics posing health hazards

PESTLE Analysis :

The PESTLE Analysis for Tupperware Brands is given below:

Political	Economical
<ol style="list-style-type: none"> 1.Changes in tax rates 2.Ban on plastics by government 3.Trade regulations 	<ol style="list-style-type: none"> 1.Risks of currency remittances 2.Fluctuations in exchange rates
Social	Technological
<ol style="list-style-type: none"> 1.Product safety concerns 2.Growing Beauty care industry 3.Sales force dependent business 	<ol style="list-style-type: none"> 1.Iot in Plastics containers 2.Cyber security risks
Legal	Environmental
<ol style="list-style-type: none"> 1. Intellectual property infringement 2. Direct to consumer related legislation 	<ol style="list-style-type: none"> 1.Product disposal issues 2.Posing Health hazards

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