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## KROGER SWOT & PESTLE ANALYSIS

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**Company Name :** Kroger

**Company Sector :** Retail

**Operating Geography :** United States, North America

**About the Company :** Kroger is an American retail company founded by Bernard Kroger in 1883, headquartered in Cincinnati, Ohio with the motto of “Be particular. Never sell anything you would not want yourself.” The Kroger Co. was started by the son of a merchant, who invested his life savings of \$372 to open a grocery store.

After 130 years of successful business, Kroger today ranks as one of the world’s largest retailers, operating either directly or through its subsidiaries with 2,782 supermarkets under a variety of local banner names, of which 2,268 had pharmacies and 1,489 had fuel centres, 319 fine jewellery stores, 784 convenience stores, an online retail store, as well as franchised 69 convenience stores as of February 2018. The Kroger Co. not only operates as a retailer but also delves in manufacturing and processing of food for sale in its supermarkets. It runs retail food and drug stores, multi-department stores which encompasses many other merchandise. It employs approximately 449,000 staff as of 2018.

The Kroger Co.’s USP or unique selling proposition lies in ranking as one of the world’s largest retailer with nearly 2,800 stores in 35 states under two dozen banners and annual sales of more than \$115.3 billion. Kroger’s mission statement reads “OUR MISSION is to be a leader in the distribution and merchandising of food, health, personal care, and related consumable products and services. We’re on a mission to end hunger in the communities we call home and eliminate waste across our company by 2025.” Kroger’s vision is “Serving America through food inspiration and uplift.”

**Revenue :**

\$ 122,662 million – FY ending February 3rd, 2018 (y-o-y growth 6.4%)

\$ 115,337 million – FY ending January 28th, 2017

## SWOT Analysis :

The SWOT Analysis for Kroger is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Leading player in the American Market</li> <li>2. Growing market share:</li> <li>3. Strong innovation and personalisation</li> <li>4. Digitization of stores.</li> <li>5. Focus on better product and service delivery through partnerships</li> <li>6. Well managed supply chain</li> <li>7. Private labels give a competitive advantage</li> </ul>	<ul style="list-style-type: none"> <li>1. Low global presence</li> <li>2. High debt load.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Clocking record organic sales</li> <li>2. In-Store Health Clinic Programs and launch of Kroger Persona Finance(KPF) hold strong potential opportunity.</li> <li>3. Expansion of ClickList</li> <li>4. Expand globally, especially in emerging economies</li> </ul>	<ul style="list-style-type: none"> <li>1. Growing Competition from established players</li> <li>2. Threat of New entrants in Online Retail</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Kroger is given below:

Political	Economical
<ol style="list-style-type: none"> <li>1.Political unrest in California</li> <li>2.Trump policies and US-china trade tensions</li> <li>3.Unclear Regulations on Organic products</li> </ol>	<ol style="list-style-type: none"> <li>1.Wage Increase in US</li> <li>2.New employment openings</li> <li>3.Fluctuating Inflation rates and consumer spending</li> </ol>
Social	Technological
<ol style="list-style-type: none"> <li>1.Rising demand for Organic products</li> <li>2.Changing Consumer Preferences</li> <li>3.Rising premiumisation of products</li> </ol>	<ol style="list-style-type: none"> <li>1.Need for user friendly interface</li> <li>2.Promotions to use Click List</li> <li>3.Tapping the power of innovations</li> <li>4.Adding convenience through new technologies</li> </ol>
Legal	Environmental
<ol style="list-style-type: none"> <li>1.Litigations and Lawsuits</li> <li>2.Tax changes and savings</li> </ol>	<ol style="list-style-type: none"> <li>1.Zero hunger Zero waste program</li> <li>2.Reduction in waste</li> </ol>

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