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ORKLA SWOT & PESTLE ANALYSIS

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Company Name : Orkla

Company Sector : Retail, Branded consumer goods

Operating Geography : Norway, Europe

About the Company : Orkla ASA is a leading Norwegian supplier of branded consumer goods headquartered in Oslo, Norway. It operates in the grocery, retail, out-of-home, bakery and pharmacy sectors. Orkla's Branded Consumer Goods business is divided into 4 major business areas, the Orkla Foods, Orkla Confectionery & Snacks, Orkla Food Ingredients and Orkla Care. Orkla also has operations under Orkla Investments, wherein its portfolio is based in Paints and Coatings, Hydro Power and Financial assets. Established over 350 years ago, Orkla started out solely as a mining company in Norway. Over the years, it has undergone a transformation from an industrial conglomerate to a branded consumer goods supplier. Orkla employs 18,178 employees, as on 31st December 2017. As of 2019, Orkla employs approximately 30,000 people and is spread across 40 countries. It is listed on the Oslo Stock Exchange as Orkla ASA and is among the largest companies on the Oslo Stock Exchange

Orkla's vision statement reads "Your friend in everyday life" and it underlines the importance of strong business relations built on trust. Orkla's USP or unique selling proposition lies in being one of the leading branded consumer goods company operating in the Nordic region, Eastern Europe, Asia and the US.

Revenue :

\$39 561 million – FY ending 31st Dec 2017 (y-o-y growth 4.8%)

\$37 758 million – FY ending 31st Dec 2016

SWOT Analysis :

The SWOT Analysis for Orkla is given below:

| Strengths | Weaknesses |
|---|--|
| <ol style="list-style-type: none"> 1. Market leader in the Nordics and Baltics 2. Country specific localization of products 3. Strong Integration of Consumer Goods brands | <ol style="list-style-type: none"> 1. Business sector concentration risk 2. Weak performance of Orkla Health Poland 3. Dilutive effects of Acquisitions |
| Opportunities | Threats |
| <ol style="list-style-type: none"> 1. Health-Conscious Consumer Trends 2. Climbing global per capita food consumption 3. Strengthening the out-of-home market 4. Creating new business opportunity through Blue Ocean Strategy. | <ol style="list-style-type: none"> 1. Impact of Brexit 2. Currency \ufb02uctuations 3. Competition from international brands & private labels |

PESTLE Analysis :

The PESTLE Analysis for Orkla is given below:

| Political | Economical |
|--|--|
| 1.Changes in taxation policies 2.Norwegian government's agreement to reduce food wastage 3.Pressures due to Brexit | 1.Exchange rate fluctuations 2.Rising cost of factors of production |
| Social | Technological |
| 1.High awareness of lifestyle related diseases 2.Changing food patterns and trends | 1.Plant based meat technology 2.Scalable innovations at Orkla |
| Legal | Environmental |
| 1.On-going lawsuit at Denofa do Brasi 2.Tax ownership of Aktieselskapet Saudefaldene power plant | 1.Eco friendly packaging 2.Creating sustainable products |

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