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SÜDZUCKER SWOT & PESTLE ANALYSIS

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Company Name : Südzucker

Company Sector : Sugar, CropEnergies and Fruit market

Operating Geography : Germany, Europe, Global

About the Company : Südzucker is a German company producing high-quality food and animal feed, as well as bioethanol. Südzucker group is Europe's market leader in the traditional sugar business. Südzucker houses four segments, Sugar, Special Products, CropEnergies and Fruit. Founded on 26 April, 1926 as a sugar manufacturer, Südzucker is headquartered in Mannheim, Germany. Since 2003, Südzucker has diversified its product portfolio and has evolved from a regional sugar manufacturing business to a multinational corporation. As of 2017, Südzucker had nearly 100 production locations in 32 countries, processed 36 million tonnes of sugar beets and produced 5.9 million tonnes of sugar. Südzucker is a member of the German SDAX. With 20,129 employees across the globe as of 2019, Südzucker is a major player in the European market and a vital force in the global market.

Südzucker's vision statements reads as "Selling our sugar to all destinations around the globe" which highlights the company's focus towards its core competency, the sugar segment. Südzucker's vision statements reads "To build global, sustainable partnerships through quality in products, reliability in service and excellence in logistical execution." Südzucker's USP or unique selling proposition lies in being the largest sugar producer in Europe producing over 4.8 million tons of sugar annually.

Revenue :

6,983 million – FY ending 28th Feb 2018 (y-o-y growth 7.8%)

6,476 million – FY ending 28th Feb 2017

SWOT Analysis :

The SWOT Analysis for Südzucker is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Market leader - Europe's number one supplier of sugar products 2. Product diversification strategy 3. Strong logistics network 4. Operating economically and sustainably 	<ul style="list-style-type: none"> 1. Sugar price volatility eroding brand image and dipping market capitalization 2. Weak performance of sugar division
Opportunities	Threats
<ul style="list-style-type: none"> 1. Promising health and dietary food market 2. Growing usage of bio-ethanol as a renewable source of energy 3. Expansion in the US frozen foods market 	<ul style="list-style-type: none"> 1. Increasing raw material prices 2. Unfavourable euro-dollar exchange rates 3. Decreasing global sugar price 4. Non-availability of raw material

PESTLE Analysis :

The PESTLE Analysis for Südzucker is given below:

Political	Economical
1.EU sugar policies	1.EU sugar quotas elimination
2.WTO Negotiations and free trade policy	2.Currency exchange risks
Social	Technological
1.Health and dietary trends	1.Combating IT and cyber security risks
2.Fuel preferences tilting towards biofuels	2.R&D and innovation to improve processing technology
Legal	Environmental
1.EU Renewable energy directive	1.Minimizing waste production
2.Antitrust laws	2.Efficient water withdrawal and water discharge mechanisms

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