
S&P TEST

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SODEXO SWOT & PESTLE ANALYSIS

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Company Name : Sodexo

Company Sector : Hospitality

Operating Geography : France, Europe, Global

About the Company : Sodexo was founded in the year 1966 by Pierre Bellon in Marseilles, France. Over the years it has proved itself to be a world leader in Quality of Life Services. Sodexo is the only firm to offer innovative services that caters to over 100 professions. Sodexo is a 20.4 billion company with over 460,000 employees as of Aug 2018. It is the 19th largest employer worldwide. Sodexo has 32,000 sites catering to 100million consumers per day spread across 72 countries.

Sodexo's mission statement as per its annual report is to "Improve the quality of life of Sodexo employees and those we serve, and contribute to the economic, social and environmental development of the communities, regions and countries in which we operate."

Revenue :

20,407 million- FY ended 31st August, 2018 (year-on-year growth of -1.4%)

20,698 million- FY ended 31st August, 2017

SWOT Analysis :

The SWOT Analysis for Sodexo is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Eminent Market Leader 2.Revenue recognition from diverse fields 3.Strong brand equity across markets 4.Innovation fostering culture 5.Acquisitions and technological investments strengthening capabilities across markets 	<ol style="list-style-type: none"> 1.Minimal investments in research and development in certain sectors 2.Decreasing supplier loyalty 3.Unexplored rural markets owing to infrastructure unavailability
Opportunities	Threats
<ol style="list-style-type: none"> 1.Customer migrating to premium products 2.Increase investment innovative technologies and research and development 3.Incorporating ever changing customer preferences and requirements 	<ol style="list-style-type: none"> 1.Experimentation attitude of the changing demographics 2.Diminishing niche target markets

PESTLE Analysis :

The PESTLE Analysis for Sodexo is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Political stability across major markets 2. Impact of taxation regulations 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Consumer spending pattern 2. Skill level of the employees
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Influence of changing demographics and migration pattern 2. Catering to leisure interests 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Cost of production optimization 2. Digital transformation bringing in new opportunities
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Data protection regulations 2. Rightful ownership of copyrights, patents and intellectual property rights 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Waste management and impact on environment 2. Sourcing responsibly, reducing carbon emissions and promoting sustainable business practices

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