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METRO AG SWOT & PESTLE ANALYSIS

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Company Name : Metro AG

Company Sector : Food Wholesale

Operating Geography : Germany, Europe, Global

About the Company : METRO is an internationally leading specialist in wholesale and food retail. At its core, the group consists of the sales lines METRO/MAKRO Cash & Carry and Real. METRO/MAKRO Cash & Carry is active around the world in the self-service wholesale trade - with 760 wholesale stores in 25 countries. Real operates more than 280 hypermarkets throughout Germany, making it one of the country's leaders in the hypermarket business. Metro aims to sign a deal to sell its loss-making Real hypermarkets chain in 2019.

The group further includes delivery specialists which give METRO a worldwide presence and a strong position in the food service distribution (FSD) sector. The portfolio of the new METRO also includes the start-up network METRO Accelerator powered by Techstars, which supports entrepreneurial teams from around the world in the development of digital solutions.

Revenue : 36,534 million (2017–2018)

SWOT Analysis :

The SWOT Analysis for Metro AG is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Focus on digitalisation of Operations 2.Omnichannel presence 3.Intensified sustainability approach 	<ul style="list-style-type: none"> 1.Sluggish financial growth 2.Challenges in Russian business 3.Majorly reliant on its home German market
Opportunities	Threats
<ul style="list-style-type: none"> 1.More focus on Wholesale Business 2.Profile enhancement towards Hospitality Sector 3.Opportunity in food service distribution 	<ul style="list-style-type: none"> 1.Negative currency effects 2.Soaring labour costs

PESTLE Analysis :

The PESTLE Analysis for Metro AG is given below:

<p style="text-align: center;">Political</p> <p>1.Negative macroeconomic volatility 2.Challenges arising from FDI</p>	<p style="text-align: center;">Economical</p> <p>1.Effect of Real Estate Prices in Retail 2.Need for clean balance sheets</p>
<p style="text-align: center;">Social</p> <p>1.Lack of trained human resource 2.Cultural complexities across markets</p>	<p style="text-align: center;">Technological</p> <p>1.Digitalization to improve the shopping experience of customers 2.Transformation to omnichannel wholesale</p>
<p style="text-align: center;">Legal</p> <p>1.Increasing Focus on Regulations worldwide</p>	<p style="text-align: center;">Environmental</p> <p>1.Responsible usage of energy and natural resources</p>

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