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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:

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

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