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COUCHE TARD SWOT & PESTLE ANALYSIS

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Company Name : Couche Tard

Company Sector : Convenience Store Industry

Operating Geography : Canada, North America, Global

About the Company : Couche Tard, a leader in the Canadian convenience store industry started operations in the year 1980 with its first store initiated in Laval, Quebec. Today, Couche Tard is the biggest autonomous convenience store operator in the USA when considering the number of company-operated stores. It is also a leader in convenience store and road transportation fuel retailing in Europe with the Scandinavian countries of Norway, Sweden and Denmark and the Baltic countries of Estonia, Latvia and Lithuania being important. It also has a significant presence in Ireland and Poland.

It follows a vision of ACT with PRIDE. It believes in creating a long lasting relationship with customers. Results in the form of customer experience matters most for the company. Company also seeks to improve its process and performance to give competitive advantage to the company. Couche Tard has over 9,900 convenience stores throughout North America and more than 105,000 employees in North America as of February 2019. Its worldwide network comprises of over 16,000 stores as of 2019.

Revenue :

\$51,394.4 million (FY 2018)

\$37,904.5 million (FY2017)

SWOT Analysis :

The SWOT Analysis for Couche Tard is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Established brands in different markets 2.More than 16,000 operational stores 3.Multiple modes of operation 4.Leader in Convenience store industry 5.Successful acquisitions and reverse synergies 	<ul style="list-style-type: none"> 1.Fixed mode of operations through retail stores only 2.Absence in emerging Asian and African economies
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expansion plans in Cambodia, Saudi Arabia, Mongolia and Mexico 2.Higher scope of growth in some potential markets 3.Expansion through Mergers and Acquisitions 4.Opportunity and innovation in new food concepts 	<ul style="list-style-type: none"> 1.Changes in Customer Behaviour 2.Legislations and restrictions against some products 3.Legislative and Regulatory requirements 4.Market disruptive business models and technological advancements

PESTLE Analysis :

The PESTLE Analysis for Couche Tard is given below:

Political	Economical
1.Different political environment and stability issues 2.Fluctuating road transportation fuel prices 3.Protectionism hinders investment and trade	1.Labor costs have increased steadily in Canada 2.Economic growth perspectives
Social	Technological
1.Shift towards health and wellness segment in Canada 2.Consumer preference for local production 3.Social culture impacting the economic stability of the country	1.AI and robotics to digitize retails supply chain 2.Market disruptive business models and technological advancements
Legal	Environmental
1.Stringent Laws and Regulations 2.Legislations and restrictions against some products	1.Stringent Laws and Regulations 2.Legislations and restrictions against some products

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