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SUPERVALU SWOT & PESTLE ANALYSIS

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Company Name : SuperValu

Company Sector : Grocery retail and distribution

Operating Geography : United States, North America

About the Company : SuperValu is an American company which deals with grocery and its distribution. It is one of the largest grocery retailers in the USA. The parent company is United National Foods. The company has a legacy of 140 years of providing quality service. It is headquartered at Minneapolis and is now a subsidiary of United Natural Foods of Providence, Rhode Island who acquired it in 2018. They have independent grocers, traditional grocery stores such as local stores. The company is involved in various philanthropic activities and is a believer of strong integrity and follows ethical standards. The company is socially responsible and ensures that their activities make positive impact on the stakeholders. They have a robust network of 3000 farmhouses and offer products of high quality with several private labels like Culinary circle, Equaline.

Revenue :

\$14,157 million – FY ending 24 Feb, 2018 (y-o-y growth 38.9%)

\$10,192 million – FY ending 25th Feb, 2017

SWOT Analysis :

The SWOT Analysis for SuperValu is given below:

Strengths	Weaknesses
1.Strong Supply Chain Network 2.Proactive business and retail strategies 3.Robust Management 4.Wide portfolio of Private labels	1.Food Safety Issues 2.Discontinued operations due to losses 3.High Debt 4.Gaps in cyber security
Opportunities	Threats
1.Acquisitions and mergers 2.Optimizing asset base 3.Improvised version of Private Labels	1.Cut throat Competition 2.Inability to improve operating margins

PESTLE Analysis :

The PESTLE Analysis for SuperValu is given below:

Political	Economical
1.Changing government policies 2.Regulatory practices	1.Intense Competition 2.Volatile economy causing fluctuations in inflation
Social	Technological
1.Adopting innovative methods to suit consumer convenience 2.Digitization and start-up funding 3.Changing lifestyles impacting cooking habits 4.Making sustainable choices	1.Electronic Payment system 2.Labour management and scheduling system 3.Embracing digitization and automation
Legal	Environmental
1.Frequent Product recalls causing loss of customer confidence 2.Acquisition, mergers and sector consolidation in the retail space as fight over market share intensifies	1.Marine Life protection 2.Reducing Carbon footprints 3.Animal welfare policies

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