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AUCHAN HOLDING SWOT & PESTLE ANALYSIS

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Company Name : Auchan Holding

Company Sector : Consumer Products & Retail

Operating Geography : France, Europe, Global

About the Company : Auchan Holding (Groupe Auchan SA) is a French Multinational Company (MNC) and International Retail Group founded by Gérard Mulliez in 1961. Auchan was founded when Gerald Mulliez inaugurated his first Auchan shop in Roubaix, his hometown. At the age of 29 years, he decided to branch out on his own. Today, it is headquartered in Croix, France. It oversees its global retail distribution operations in 14 countries through 963 hypermarkets, 1041 convenience stores, and 530 ultra-convenience stores, as on 31 December 2018. Auchan Holdings comprises of 3 independent companies with complementary businesses; Auchan Retail which provides consumer products and retail business, Oney which provides banking services for customers for financing their purchases and Ceetrus' commercial real estate services. As of Dec 2018, Auchan Retail has in total 4084 points of sales which include e-commerce, superstores, hypermarkets, supermarkets, convenience stores and in some countries, drive-ins are also available. Auchan Retail focuses on a new generation retail business and thus comes up with a plethora of tailor-made solutions for its customers which include channelizing multichannel purchasing behaviors, choice, and diversity of supplies, discount prices and adaptation to local markets. It is the world's 11th largest food retailer and the 35th largest employer having over 354,000 employees as of 2019 and is striving amongst today's Omnichannel and health-conscious consumers.

Revenue :

50,986 million - FY ended 31 December 2018 (year-on-year growth -3.2%)

52,669 million - FY ended 31 December 2017

SWOT Analysis :

The SWOT Analysis for Auchan Holding is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.An ever-increasing network of point-of-sale stores 2.Strong focus on partnerships, collaborations, and acquisitions 3.Diversified geographical breakdown of revenue 4.Robust Employee- Empowerment and Engagement laws 	<ul style="list-style-type: none"> 1.Poorly performing distribution network 2.Weak performance in terms of financial position 3.The limited store portfolio of Auchan
Opportunities	Threats
<ul style="list-style-type: none"> 1.Taking advantage of market leaders of other countries 2.Successful implementation of "Renaissance" action plan 3.A long-term alliance between Auchan Holding and BPCE 4.Implementation of product partnerships 	<ul style="list-style-type: none"> 1.Financial Risks associated due to the impact of climate change 2.Energy consumption being a major financial issue costing millions of euros 3.Association of local retail businesses against Auchan Retail

PESTLE Analysis :

The PESTLE Analysis for Auchan Holding is given below:

<p style="text-align: center;">Political</p> <p>1.Political unrests costing Auchan heavily</p>	<p style="text-align: center;">Economical</p> <p>1.The changing adverse macroeconomic conditions for Auchan</p> <p>2.The unwelcoming response towards foreign players in domestic markets</p>
<p style="text-align: center;">Social</p> <p>1.Auchan Youth Foundation promoting "good, healthy, local" products</p> <p>2.Importance of consumer trust in food retail</p> <p>3.Efforts towards mitigating risks and preventing serious harm</p>	<p style="text-align: center;">Technological</p> <p>1.Implementation of Blockchain Technology internationally for Food Traceability</p> <p>2.Introduction of the register-free stores in Europe</p>
<p style="text-align: center;">Legal</p> <p>1.Loopholes in the system may lead to possible legal adversities</p>	<p style="text-align: center;">Environmental</p> <p>1.Voluntary commitments being taken towards combating global warming</p> <p>2.Reduction in greenhouse gas emissions</p>

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