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CARGILL SWOT & PESTLE ANALYSIS

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Company Name : Cargill

Company Sector : Agribusiness, Diversified

Operating Geography : United States, North America, Global

About the Company : Cargill was founded by Willian Wallace in 1865 in Conover, Iowa, when he gained proprietorship of a grain warehouse. Headquartered in Minnetonka, Minnesota, Cargill has grown to become an international producer and distributor of agricultural products such as sugar, refined oil, coffee, cotton, etc. The group also provides allied services such as risk management, transportation and commodities trading services to farmers. Cargill has 160,000 employees who are located globally and committed locally. It was ranked America's best private employer by Forbes in 2018.

With 154 years in the industry and presence in 70 countries, Cargill has emerged as a leading brand in food and agriculture industry. Cargill's purpose is to be the global leader in nourishing people. Its approach is to be trustworthy, creative and enterprising. Its performance measures are: engaged employees, satisfied customers, enriched communities, and profitable growth.

Cargill's mission is to "Create distinctive value."

Revenue :

\$113.5 billion - FY ended May 2019 (year-on-year growth of -1%)

\$114.7 billion - FY ended May 2018

SWOT Analysis :

The SWOT Analysis for Cargill is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Diversified product portfolio 2.Global presence with local manufacturing and marketing capabilities 3.Strong commitment towards delivering quality 4.Efficient supply chain management system 5.Strong brand equity globally 6.Sustainable business practices 	<ul style="list-style-type: none"> 1.Adverse impact of extreme weather conditions 2.Slowdown in Thailand's poultry market 3.Involvement in activities related to illegal deforestation
Opportunities	Threats
<ul style="list-style-type: none"> 1.Explore agriculture market in China 2.Leveraging technology, digitalization and R&D to promote healthy diets 	<ul style="list-style-type: none"> 1.Availability of various brand switching options 2.Operating challenges due to local market disruptions 3.Trump's trade war with China increasing uncertainty

PESTLE Analysis :

The PESTLE Analysis for Cargill is given below:

Political	Economical
1.Geopolitical uncertainty affecting US and China business 2.Adverse impact of Brexit	1.Weak business sentiments in emerging markets and slowing economies
Social	Technological
1.Catering to changing nutrition demands across generations 2.Helping farmers grow by leveraging best practices	1.Innovation lab to move digital ideals into test mode 2.Transforming IT landscape in the organisation 3.Use of AI in Shrimp and Cattle Farming
Legal	Environmental
1.Government regulation	1.Sustainable growth of Aquaculture industry 2.Transformation to sustainable seafood production

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