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## HORMEL FOODS CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** Hormel Foods Corporation

**Company Sector :** Food Processing

**Operating Geography :** USA, Australia, Brazil, Canada, China, Japan, and Philippines

**About the Company :** Hormel Foods Corporation was founded in 1892 in Austin. It produces a variety of food and meat products. Turkey and pork are the major raw material for its products. Apart from the commodity meat business the company has expanded its product portfolio to value added consumer items through organic growth and acquisitions. The business operates in four segments: Grocery Products, Jennie-O Turkey Store (JOTS), Refrigerated Foods, and International & Other. Some of the major brands include Skippy peanut butter, SPAM meat, Dinty Moore stew, Wholly Guacamole dips, Jennie-O turkey, Justin's, Hormel Black Label and many more. Hormel has won several awards for its community service efforts. For consecutive 10 years it was named one of "The 100 Best Corporate Citizens" by Corporate Responsibility Magazine.

**Revenue :**

Total net sales

\$9.55 billion (FY ended Dec 31, 2018)

## SWOT Analysis :

The SWOT Analysis for Hormel Foods Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong brand presence</li> <li>2.Innovative products</li> <li>3.Strategic acquisitions</li> <li>4.Research and Development</li> <li>5.Economies of scale</li> </ul>	<ul style="list-style-type: none"> <li>1.Competition in the food sector</li> <li>2.Failed acquisitions</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Going international</li> <li>2.Emerging technologies</li> </ul>	<ul style="list-style-type: none"> <li>1.Changing consumer needs</li> <li>2.E-commerce</li> <li>3.US-China trade war</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Hormel Foods Corporation is given below:

Political	Economical
1.Extensive regulations 2.Tax reforms	1.Low inflation rate 2.US-China trade war
Social	Technological
1.Health and safety 2.International expansion	1.Increasing production
Legal	Environmental
1.Food safety practices	1.Concern over greenhouse gas emissions 2.Increasing production

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