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ARAMARK SWOT & PESTLE ANALYSIS

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Company Name : Aramark

Company Sector : Customer Service

Operating Geography : North America, Global

About the Company : Aramark is a customer service business providing food, facilities and uniforms across industries such as education, healthcare, sports, leisure, and corrections clients in North America and internationally. They also provide their services to government institutions and other businesses. In 1936 a young Davre Davidson started selling peanuts out of his dodge in Los Angeles and soon after in 1945, Davidson Brothers, a vending company was born with the help of his brother Henry. This marked the inception of Aramark. The company currently has its headquarters in Philadelphia, Pennsylvania and operates in North America along with 19 other countries all over the world with over 270,000 employees as of early 2020.

Aramark's business is classified in three sections: Food and Support Services United States, Food and Support Services International, and Uniform and Career Apparel. Some of their most notable milestones include getting the food service contract in the 1968 Olympic Games; their joint venture with Mitsui and Co. Limited which helped them enter the Japan market in 1976, the same year they entered the uniform market and their acquisition of Veris PLC, an Ireland based facilities company in 2009.

Aramark's mission statement reads "Deliver experiences that enrich and nourish lives"

Revenue :

Total Net Sales:

\$ 15,789 million – FY ended 28th September 2018

\$ 14,604 million – FY ended 29th September 2017

SWOT Analysis :

The SWOT Analysis for Aramark is given below:

Strengths	Weaknesses
1.Environmentally sustainable processes. 2.Well established distribution channels. Wide portfolio of services Consistently strong financials	1.Low investment in new technologies.
Opportunities	Threats
1.Expansion into more emerging markets due to new consumer behaviour trends 2.Reduction in transportation costs due to lower shipping prices 3.Strategic Accretive acquisitions that bolster growth	1. Increasing Competition 2. Inability to hire or retain trained workforce 3. Exposed to currency fluctuations and unfavorable economic conditions 4. Increased operating cost 5. Inclement weather hampers business 6. Attractive & Growing marketplace

PESTLE Analysis :

The PESTLE Analysis for Aramark is given below:

Political	Economical
1.Political stability of host country 2.Government taxation and regulatory policies	1.Exchange rate fluctuations for host countries
Social	Technological
1.Population demographics 2.Class and Attitudes in the society 3.Healthier food choice and Plant-Forward Menus	1.Employing advanced technologies to improve experience 2.Expanding use of artificial intelligence
Legal	Environmental
1.Data protection laws 2.Health and Safety Laws	1.Use of renewable energy 2.Waste management in service sectors

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