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## SAVOLA GROUP SWOT & PESTLE ANALYSIS

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**Company Name :** Savola Group

**Company Sector :** Food Processing

**Operating Geography :** Saudi Arabia, Asia, Global

**About the Company :** Savola Group is a MENAT (Middle East, North Africa and Turkey) region based strategic investment holding group that was founded in 1979 under the name of Saudi Vegetable Oils and Ghee Co. The company headquarters are located in Jeddah, Kingdom of Saudi Arabia. The initial production unit of the company only engaged in importing and refining vegetable oil. In 1994, the company set up its first sugar refinery in Jeddah. The company later expanded to the other location of Egypt, Algeria, the Levant, Iran, Morocco, Turkey, Sudan, and Kazakhstan. The company now mainly deals in the production of food products like edible oil, sugar, pasta, and ghee. In 1998, the company entered the retail market by acquiring the Azizia Panda United chain. Its latest acquisition has been a 51% stake in Al Kabeer, a food processing company.

The company operates through the two subsidiaries of Savola Foods and Savola Retail and has 498 outlets providing grocery products and daily household essentials in 30 countries. Afia International is its most recent division for handling Oils and Fats. It is currently ranked #9 in the Saudi Arabian market and #2 in the industrial sector, following SABIC. It is Saudi's biggest company in the food sector in terms of revenue. The company was awarded a "Happiness at Work" Award and an "Excellence Award in Corporate Governance Index" in 2020 for creating a positive work environment.

The ethical principles of the company are centered around its core idea of "Value Built on Values". The mission statement of Savola Group reads, "To have a positive impact on society, while generating profits and growth through strategic investment in the MENAT (Middle East, North Africa and Turkey) region." The vision statement reads, "We add value for investors, employees and wider society".

**Revenue :**

Consolidated revenue

SAR 21.815 billion – FY Ending 2018

SAR 23.830 billion – FY Ending 2017

**SWOT Analysis :**

The SWOT Analysis for Savola Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Diverse and expanding portfolio of managed and non-managed assets</li> <li>2.Largest shareholder in Almarai Company</li> <li>3.Strategic investments in restaurants, food and grocery retail</li> <li>4.Infrastructure and consumer access</li> </ul>	<ul style="list-style-type: none"> <li>1.Limited presence outside the Middle East region</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Technology enabling strategic acquisitions and staff growth</li> <li>2.Huge population in GCC and high spending on food translates into a major opportunity for Savola</li> <li>3.Strategic acquisitions and alliances enabling expansion</li> </ul>	<ul style="list-style-type: none"> <li>1.Introduction of VAT and exodus of expatriates</li> <li>2.Political instability and wars in Middle East region</li> <li>3.Com Challenging macro environment in operating countries petition from unorganized grocery retail</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Savola Group is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Political instability, war and terrorism tensions in the Middle East region</p> <p>2.Apprehensions on Saudi political transition and stability</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Oil and gas major contributor to KSA's economy</p> <p>2.Unfavorable foreign exchange impact \u2013 decline in Egyptian pound and Turkish lira</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Young, aspirational consumer base in GCC</p> <p>2.Initiatives for increase in Saudization of workforce</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Building best-in-class digital capabilities</p> <p>2.Transforming supply chain with the latest technologies</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Labor reforms in Saudi Arabia</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Proactive approach and commitment towards environmental sustainability</p> <p>2.Food waste prevention and reduction scheme</p>

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