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## FONTERRA CO-OPERATIVE GROUP SWOT & PESTLE ANALYSIS

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**Company Name :** Fonterra Co-operative Group

**Company Sector :** Food Processing, Dairy

**Operating Geography :** New Zealand, Australia, Global

**About the Company :**

Fonterra Cooperative is the world's largest dairy exporter owned by over 10,500 farmers. It is a global nutrition company. It is headquartered in Auckland, New Zealand but operates in more than 140 countries worldwide. This New Zealand based multinational dairy co-operative's exports account for more than 25% of New Zealand's global exports and has been the same for over 50 years. China is its largest market with around 11% of China's dairy consumption coming from Fonterra. It was founded in 2001 with the merger of New Zealand Dairy Group and Kiwi Cooperative Dairies with the New Zealand Dairy Board. It employs around 21,500 people worldwide as of 2022. In March 2022, Fonterra announced that it would stop doing business in Russia. This comes after the Co-op decided to stop product shipments to Russia at the end of February.

Fonterra's USP or unique selling point lies in being the world's leading dairy exporter – responsible for approximately 30% of the world's dairy exports and New Zealand's largest company. Fonterra highly believes in the power of dairy and want to be the industry leader in quality and innovation. It believes that by being Good Together it can bring more success to their customers and farmers as well. Its values are “doing what is right, challenging boundaries, cooperative spirit and making it happen.”

**Revenue :**

NZ \$ 20,565 million – FY ending 31st July, 2021

NZ \$ 20,282 million – FY ending 31st July, 2020

## SWOT Analysis :

The SWOT Analysis for Fonterra Co-operative Group is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Large scale operation with global presence across many countries.</li> <li>2.Partnerships with multiple organizations across globe</li> <li>3.Strong innovation capability with growing R&amp;D investments.</li> </ol>	<ol style="list-style-type: none"> <li>1.Heavy asset model with slow financial growth</li> <li>2.Fall of soaring aspirations and ill-fated investments over the last decade</li> <li>3.Divestments and a changing capital structure of the company can affect business.</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Increase product portfolio in both diary and non-diary nutrients.</li> <li>2.Streamlining of operations through implementation of digital solutions.</li> <li>3.Expand operations in developing economies that will drive the majority of global dairy growth.</li> <li>4.Position the business as sustainable and transparent as per changing consumer demands.</li> </ol>	<ol style="list-style-type: none"> <li>1.Slowdown in the global economy can affect the demand and prices of milk.</li> <li>2.Supply chain disruptions can affect both supply and operations.</li> <li>3.Global climatic change deterioration would affect the milk production capacity worldwide</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Fonterra Co-operative Group is given below:

Political	Economical
1.Global businesses are exiting Russia due to its invasion on Ukraine. 2.Possibility of nationalist sentiment hampering liberalization and globalization in general	1.Inflation is becoming a major concern for many countries. 2.The world economy is likely to slowdown impacting demand.
Social	Technological
1.Changing attitude towards high quality food production and consumption 2.Increasing concern towards animal welfare and impacts of dairy in environment	1.Adoption of new technology to increase farm productivity and efficiency 2.R&D in dairy driving innovation in sports nutrition and probiotics
Legal	Environmental
1.Increasing environmental regulations to be followed 2.Government of New Zealand is planning to amend the Dairy Industry Restructuring Act 200	1. ", "

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