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HALWANI BROTHERS SWOT & PESTLE ANALYSIS

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Company Name : Halwani Brothers

Company Sector : Food Manufacturing and Processing

Operating Geography : KSA, Asia, Global

About the Company : Halwani Brothers Company JSC is a food manufacturing company located in Saudi Arabia. The company deals in the production, manufacturing and distribution of a large variety of food products. It has three primary business segments which are Frozen Meet, Sesame used for manufacturing Halawa, and other products. Halawa, tahena, Arabic sweets, dairy products, jam, processed meat, juices, pickles & oils, ice-cream, grains, spices and sugar are some of the products in its portfolio. The company also engages in providing catering services. The trademarks of Halwani Bros, Al Nakhla, Mukhtarat, Top Top, Tazaja, Toheena, Mamul and Simsima are some of the well-known brand names of the company. Halwani Brothers Company Egypt is a subsidiary of the company that deals in the manufacturing and packaging of foodstuffs. The company owns 15 factories, with ten being situated in Saudi Arabia and five in Egypt.

Halwani Brothers mission statement is “Together, we provide high quality food products by bringing innovative ideas and people who represent the highest standard of excellence, delivering sustainable growth to our shareholders.” Halwani Brothers vision statement is “To be a premier food company offering superior tasting and high-quality food products to people around the globe.” Halwani Brother USP or unique selling point lies in being one of the pioneers in the food industry with over 50 years' experience in the Middle East region.

Revenue :\$231.31USD – FY ending 31st Dec 2018

SWOT Analysis :

The SWOT Analysis for Halwani Brothers is given below:

| Strengths | Weaknesses |
|---|---|
| <ul style="list-style-type: none"> 1.Focused concentration on food manufacturing 2.Reputation for quality food products 3.Capacity expansion in strategic areas strengthening growth | <ul style="list-style-type: none"> 1.Low grades in governance and integrity rating |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Increasing consumer base in key markets 2.Strong potential in food processing industry in Saudi Arabia | <ul style="list-style-type: none"> 1.Political tensions in the Middle East region 2.Increase in raw materials and operational costs 3.Competition in the food processing segment 4.Labor reforms and subsidy cuts in Saudi Arabia 5.Impact from pandemics such as Covid-19 |

PESTLE Analysis :

The PESTLE Analysis for Halwani Brothers is given below:

| | |
|---|---|
| <p style="text-align: center;">Political</p> <p>1. Political instability war and terrorism tensions in the Middle East</p> | <p style="text-align: center;">Economical</p> <p>1. Oil and gas major contributor to KSA's economy</p> <p>2. Currency fluctuation in Egypt</p> <p>3. Subsidy cuts and VAT implementation in Saudi Arabia</p> <p>4. Exposed to volatility in grains and feed prices</p> |
| <p style="text-align: center;">Social</p> <p>1. Favourable demographic factors to drive local revenues</p> <p>2. Imposition of fees on expatriates and lower income to hit food industry</p> | <p style="text-align: center;">Technological</p> <p>1. Leveraging knowledge and technology in food production</p> |
| <p style="text-align: center;">Legal</p> <p>1. Labour reforms and regulations in Saudi Arabia</p> | <p style="text-align: center;">Environmental</p> <p>1. Initiatives for water consumption in the kingdom</p> |

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