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ULKER SWOT & PESTLE ANALYSIS

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Company Name : Ulker

Company Sector : Food Processing

Operating Geography : Istanbul, Turkey, Global

About the Company :

Ulker Biskuvi is a Turkish multinational food supply chain with its headquarters based in Istanbul. Its products are exported to over 110 countries with its major products sustaining profits worth millions. The company's core products include biscuits, cookies, chocolates and crackers. The company employs more than 41000 people as of 2020. Its history goes all the way back to 1944 with the manufacture of its Potibor biscuits that still continues to rouse the hearts of its consumers, and it is presently one of the most revered brands in Turkey. Ulker is a subsidiary of Yildiz Holding; its association with Ulker has been advantageous to a large extent with Ulker becoming one of its significant brands.

By implementing sustainability into its production, Ulker has strived to reduce the rate of carbon emissions in 2020 and are working tirelessly to grow their business with "Zero increase in carbon emissions" by 2024 that will, coincide with their 80th anniversary. Yildiz Holding has received a total of five awards at the "International Business Awards," while Ulker received the "Candy Company of the year in Europe" award from the European Candy Kettle Club in 2004. Ulker's unique selling proposition or USP lies in being the third biggest biscuit manufacturer in Turkey and is the world's 10th biggest chocolate producer. Ulker's mission reads, "We care for making people happy and being happy while doing our job."

Revenue :

TL 7.8 billion – FY ended December 31st 2019

TL 5.9 billion – FY ended December 31st 2018

SWOT Analysis :

The SWOT Analysis for Ulker is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leading confectionery company in the MENA region and well positioned for future growth 2. Strong market share in total confectionary in Turkey 3. Focus on quality and innovation through research and development 4. Global reach of group products through pladis 5. Extremely high brand recognition 6. Strong operational excellence approach followed 	<ul style="list-style-type: none"> 1. Underperforming acquisitions impacting performance
Opportunities	Threats
<ul style="list-style-type: none"> 1. Use the acquisitions to enable faster market access 2. Kazakhstan expansion \u2013 a gate to Asia 	<ul style="list-style-type: none"> 1. Use the acquisitions to enable faster market access 2. Impact of Lira depreciation due to trade war

PESTLE Analysis :

The PESTLE Analysis for Ulker is given below:

Political	Economical
1.Decrease in world trade caused by geopolitical risks	1.New Economic Program in Turkey to reduce inflation and unemployment
Social	Technological
1.Increasing health awareness among consumers to reduce sugar intake 2.Increasing consumers' shift towards organic chocolates and candies	1.Use of technology to empower farmers, monitor production and predict demand
Legal	Environmental
1.Compliance with food safety laws and regulations	1.Preserving the productivity of agricultural lands through protection of the biodiversity 2.Practicing sustainability across the value chain

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