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CHINA MENGNIU DAIRY SWOT & PESTLE ANALYSIS

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Company Name : China Mengniu Dairy

Company Sector : Food Processing, Dairy, FMCG

Operating Geography : HongKong, China, Asia, Global

About the Company :

China Mengniu Dairy Company Limited is a manufacturing and supply chain for quality dairy products based in the Republic of China. It was founded in 1999 and listed in Hong Kong in 2004. It is committed to supplying consumers with diversified products, including liquid milk, ice cream, milk powder and other supplements. Their headquarters are based in Inner Mongolia. The total number of employees as of 2020 is approximately 37894. The companies' major subsidiaries include Mengniu (China) Investment Company Limited, China Mengniu International Co. Ltd and Plant Base Limited. Through its subsidiaries, the company is also invested in the manufacture of plant-based beverages. The Company has also initiated a program, providing essential nutrition to teenagers and children. Mengniu as a reputed nutritional and healthy food company, has followed up with the CSR program since 2017, named "Mengniu Nutrition for All." It is not solely focused on providing underprivileged children with essential dairy commodities but it has also made a conscious effort to help young people by promoting "spiritual companionship" as well.

Mengniu has established strategic relations with Arla from Denmark, WhiteWave from the US and AsureQuality from New Zealand- therefore, they have worldwide access to premium resources and advantageous alliances. China Mengniu Dairy Company Limited has won several awards including the prestigious award from Wellcome for "Outstanding Category Performance Award- Milk and Dairy" garnering the title of the Only Award-Wining Dairy brand from China chosen by customers.

China Mengniu Dairy Company's unique selling proposition lies in being China's leading dairy product supplier and ranks among the world's Top 11 Dairy Enterprises. Mengniu's mission statement reads "The strength of a nation depends on the strength of its young people. Therefore, it is our mission to provide nutritional and healthy products to youngsters in China."

Revenue :

RMB 39,857.2 million - FY ended 30th June 2019

RMB 34,474.3 million - FY ended 30th June 2018

SWOT Analysis :

The SWOT Analysis for China Mengniu Dairy is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Application of effective marketing strategies 2.Advancing innovation through setup of "Dairy Cattle Research Institute" 3.Positive brand image among the consumers. 4.Stable high-quality growth higher than industry average. 5.Initiated various projects to improve milk source management and operating capacity. 6.Premium brand image certified by numerous awards and accolades 	<ul style="list-style-type: none"> 1.Deterioration of operating performance of Yashili 2.Loss of confidence in local brands such as amongst Chinese population
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increase in China's GDP and consumption 2.Growing demand in developing countries 3.Internationalizing to integrate into global market 	<ul style="list-style-type: none"> 1.Increase in plant-based alternatives to dairy 2.Global climatic change deterioration would affect the milk production capacity worldwide

PESTLE Analysis :

The PESTLE Analysis for China Mengniu Dairy is given below:

Political	Economical
1.China's state policies to promote dairy industry 2.Political interference concerns impacting business expansion in Australia 3.Impact of escalating tensions between China and United States on sponsorships and promotions	1.Impact of fluctuations in foreign currency exchange rates
Social	Technological
1.Changing attitude towards healthy, high quality food 2.Increasing concern towards animal welfare and impacts of dairy in environment 3.Transformation of consumer preference to plant-based alternative	1.Adoption of new technology to increase farm productivity and efficiency 2.Collaboration with Alibaba Cloud to launch consumer big data project 3.Embracing digitalization through management platform using information technology
Legal	Environmental
1.Compliance with various laws related to business ethics 2.Subjected to various laws to check for the high-quality milk source	1.Environmental factors would impact the milk production 2.Focused to create positive impact on environment 3.Practicing sustainability farming under internal operations

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Client Support:
support@swotandpestle.com