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## BRAMBLES SWOT & PESTLE ANALYSIS

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**Company Name :** Brambles

**Company Sector :** Logistics, Supply Chain

**Operating Geography :** Australia, Global

**About the Company :**

Brambles was founded in 1875 and is headquartered in Australia. The company specializes in the pooling of unit-load equipment and the provision of associated services, with a focus on the outsourced management of returnable pallets, crates and containers. It serves the consumer goods, dry grocery, fresh food, retail and general manufacturing industries. In addition, the company has specialist businesses serving the automotive manufacturing, aerospace and oil and gas sectors. According to Corporate Knights' Global 100, Brambles is the world's third most sustainable corporation in 2023. Brambles employees more than 12,000 people as of early 2023.

The USP of Brambles is that it is world's most sustainable logistic company. The mission statement of Brambles reads, "Create alternative learning spaces where children from low economic background in rural communities can have access to quality education." Brambles' vision is "to see a world where all children have access to quality education irrespective of their geographic location or socioeconomic background."

**Revenue :**

\$5.559 billion - FY ending 30th June 2022

\$5.21 billion - FY ending 30th June 2021

## SWOT Analysis :

The SWOT Analysis for Brambles is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Global leader in supply chain equipment and solutions.</li> <li>2.Strong resilient business position</li> <li>3.Competitive advantage gained via the network effect of Brambles' CHEP pallet operation</li> <li>4.No major global competitor except for regional players.</li> <li>5.Ranked #1 for industry category in Dow Jones Sustainability World Index</li> </ul>	<ul style="list-style-type: none"> <li>1.Major dependence on North American markets</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Expansion in emerging markets</li> <li>2.Brambles' BXB Digital's push into big data analytics and Internet of Things (IoT)</li> </ul>	<ul style="list-style-type: none"> <li>1.Impact of currency fluctuations on earnings</li> <li>2.Major recession in key global economies</li> <li>3.Increasing risks due to energy crisis</li> <li>4.Global pallet shortage</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Brambles is given below:

Political	Economical
1.Political turmoil, terrorism and unrest across Europe, Middle East and Africa Markets may impact Brambles' business	1.Impact of currency fluctuations 2.Protectionist policies of Trump administration
Social	Technological
1.Demand for imported FMCG and fresh produce products increasing globally with increase in disposable income	1.Push into big data and Internet of Things (IoT) through BXB Digital 2.Mobility and automation solutions
Legal	Environmental
1.Group-wide Code of Conduct framework defining regulatory compliance	1.Translating sustainability concepts into business strategies 2.Accelerating the low-carbon transition

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**[support@swotandpestle.com](mailto:support@swotandpestle.com)**