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LOBLAW COMPANIES LIMITED SWOT & PESTLE ANALYSIS

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Company Name : Loblaw Companies Limited

Company Sector : Retail, Healthcare

Operating Geography : Canada, North America

About the Company :

Loblaw Companies Limited is a Canadian food retailer, encompassing corporate and franchise supermarkets. It was founded in 1956 by Theodore Loblob. It is headquartered in Ontario, Canada. It is a network of corporate and independently operated stores in communities across the country. As of 2020, the company has employed close to 2,00,000 Canadians. Loblaw offers convenient locations that span the value spectrum from discount to speciality; full-service pharmacies; no-fee banking; affordable fashion and family apparel; and, three of Canada's top consumer brands in President's Choice, Life Brand and no name. It operates five independent divisions - Market, Shoppers Drug Mart, Real Canadian Super Store Discount, PC Financial and Job Fresh.

The company's vision statement reads, "Loblaw' purpose- Live Life Well- supports the needs and well-being of Canadians who make one billion visits each year to the company's stores." Loblaw Companies Limited was recognised as one of Canada's Top 100 Employers (2020) and Greater Toronto's Top Employers(2020). The company's unique selling proposition or USP lies in it being the Canada's largest food and pharmacy leader with around one billion customers.

Revenue :

CAD 48,037 million – FY ended 28th December 2019 (y-o-y growth of 2.9%)

CAD 46,693 million – FY ended 29th December 2018



SWOT Analysis :

The SWOT Analysis for Loblaw Companies Limited is given below:

Strengths	Weaknesses
1.Canada's leading retail and pharmacy chain	1.Product recalls like PC\u00ae Cranberry
offering a diverse portfolio of products &	Goat's Milk Cheese affecting the brand name
services	2.Sharp increase in depreciation and
2.0mni-channel distribution channels for a	amortization in 2019 as compared to 2018
digital experience	
3.Unique customer retention programs	
including rewards and personalization	
4.Access to a huge data base resulting in data-	
driven decision making	
5.Connected with the largest EMR platform,	
giving a customer-empowering healthcare	
service	
Opportunities	Threats
1.Expansion in assortment of products with	1.Highly competitive environment in retail and
the help of online marketplaces	financial services resulting in price wars
2.Leveraging artificial intelligence (AI) to	2.Computer glitches threatening the privacy
implement automation	and security of consumer data
3.Increasing demand for healthy and	
nutritious food products	



PESTLE Analysis :

The PESTLE Analysis for Loblaw Companies Limited is given below:

Political	Economical
1.Political affiliations and lobbying capturing the public's outrage	1.Backfiring of overzealous attempts to increase profits2.Impact of pandemic on oil prices and Canadian economy
Social	Technological
 1.Heavy investments in community welfare activities like advancing solutions to sustainable food challenges 2.Increase in tech savvy population leading to an increase in the average time spent in front of a screen 3.Price-Conscious consumers driving private label growth 	 1.Better online shopping experience through video games like Hauler Aisles of Glory 2.Investments in online platforms to provide omni-channel shopping experience
Legal	Environmental
1.Disputes on avoidance of paying taxes using overseas subsidiaries	1.Adoption of a carbon reduction strategy to reduce the greenhouse gas emissions2.Commitment for food waste and landfill waste reduction

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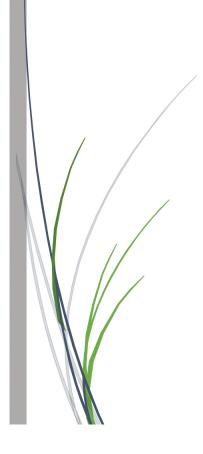


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