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GRUPO BIMBO SWOT & PESTLE ANALYSIS

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Company Name : Grupo Bimbo

Company Sector : Food Processing

Operating Geography : Mexico, North America, Global

About the Company : Grupo Bimbo is a bakery product manufacturing company established in 1945 and is headquartered at Mexico City, Mexico. It is the world's largest baking company and has a wide distribution channel across different countries. The first product that Bimbo launched was cellophane wrapped large and small loaves of bread (both normal and toasted) and since then they have been venturing into manufacturing different bakery products, expanding operations across different sites and acquiring other bakery companies. Grupo Bimbo has reached record levels in net sales, gross profit and operating income. The market penetration has been increasing to more than 3.3 million point of sales served. This Mexican multinational bakery product manufacturing company has recently become the second largest player in China with the acquisition of Mankattan. They have also strengthened their position in Chile by acquiring Nutra Bien. There have been different success drivers for them. However this industry remains highly fragmented with 4.5% global market share and low household penetration rates which is indicative of massive future growth potential.

In 2020, the baking baron expanded its operations to Kazakhstan, broadening its global leadership to 33 countries. Grupo Bimbo's vision statement reads "In 2020 we transform the baking industry and expand our global leadership to better serve more consumers. Grupo Bimbo's USP or unique selling point lies in being the worlds largest baking house with one of the widest distribution networks in America and Mexico.

Revenue :

Mexican Pesos 291,926 million– FY ended Dec 31st 2019 (growth 0.9%)

Mexican Pesos 289,320 million– FY ended Dec 31st 2018

SWOT Analysis :

The SWOT Analysis for Grupo Bimbo is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Exceptional distribution network across 30+ countries 2.Strategic acquisitions and robust financials 3.Global leaders in the baking industry with 100+ high value brands 4. Deploying digital tools and leveraging technology across the supply chain 5. Clean label policies usher in transparency and trust attracting improved consumer perception 	<ul style="list-style-type: none"> 1.Baking Industry is highly fragmented across the world 2. Grupo Bimno houses several popular brands, but the global penetration is low
Opportunities	Threats
<ul style="list-style-type: none"> 1.Frozen food market is the new opportunity amidst COVID'19 2.Meeting demands of rural market 	<ul style="list-style-type: none"> 1.Change of consumer food preference and moving towards a "Low-Calorie" diet. 2.COVID'19 has affected global operations

PESTLE Analysis :

The PESTLE Analysis for Grupo Bimbo is given below:

Political	Economical
1.Violence and political instability in LATAM region. 2.Modification of NAFTA to USMCA	1.High Inflation rates are affecting operation of the company 2.Compliance with laws and regulation has resulted in added expenditure
Social	Technological
1.Preferences tilting towards organic foods 2. Compliant on health standards. 3. Strategic alliances to promote health and wellness for consumers 4.Mobile application was developed to facilitate vast network	1.Adapting to new technologies in logistics 2.Venturing into developing start-ups with disruptive idea and technology 3.Implemeting Industrial IoT to optimise productivity in the supply chain and improve efficiency
Legal	Environmental
1.Multiple jurisdictions due to worldwide operations. 2.Legal and regulatory developments affect operations and conditions of the company. 3.Compliance with threshold limits for nutrients in each of its products 4.Complying with global policy on Refrigerants	1.Focus on renewable energy and waste management 2.Strategic partnerships to reduce carbon footprint 3.Compostable packaging recyclable and biodegrdable

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