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OLAM INTERNATIONAL SWOT & PESTLE ANALYSIS

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Company Name : Olam International

Company Sector : Food and Agribusiness

Operating Geography : Singapore, Asia, Global

About the Company : Olam International Limited (OIL) is a multinational food and agribusiness company headquartered and listed in Singapore. The company came into existence in 1989, starting its operations from Nigeria, and has expanded its reach to more than 60 countries. The company deals in five broad product categories –edible nuts and spices, confectionary and beverage ingredients, food staples and packaged foods, industrial raw materials with infrastructure and logistics, and commodity financial services.

The company sells its produce to major FMCG companies across the world like Unilever, Hershey's, PepsiCo and many others. The company boasts a strong customer base of 25,200 companies buying various products in different categories. The company serves its customers by managing a smooth and streamlined supply of standardized products from company-owned as well as independent farms after processing it to make it suitable for further use. Along with raw material, OIL has now ventured into value-added services like funds management and quant strategies.

The company aspires to “re-imagine global agriculture and food systems”. It has kept this motto as its purpose and aims to work in this particular direction. Its mission or governing objective is to maximize long-term intrinsic value for our continuing shareholders. The company functions on a set of six values –Entrepreneurship, Stretch and Ambition, Partnership, Mutual Respect and Teamwork, Integrity, and Ownership. Olam's vision statement reads, “To be the most differentiated and valuable global food and agribusiness by 2040.”

Revenue :

S\$ 32.99 billion – FY ended Dec 31st 2019 (y-o-y growth 8.2%)

S\$ 30.48 billion – FY ended Dec 31st 2018

SWOT Analysis :

The SWOT Analysis for Olam International is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Strong and consistent overall performance 2.Global presence in over 60 countries 3.High integration across the supply chain 4.Defensible and differentiated strategy 	<ol style="list-style-type: none"> 1.High debt-equity ratio
Opportunities	Threats
<ol style="list-style-type: none"> 1.Value added services in agribusiness 2.New customer segments and channels 3.Growth in AgTech segment through digitalization 4.Digital platform solution for farmer services 5.Packaged Foods \u2013 expand into adjacent markets 	<ol style="list-style-type: none"> 1.Price volatility of commodities 2.NGOs protesting against the company

PESTLE Analysis :

The PESTLE Analysis for Olam International is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Traceability as a mandatory requirement 2.Disruption in business due to US-China trade war 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Impact of Covid-19 on inventory levels of the company 2.ASEAN Free Trade Agreement as revenue generator
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Rapidly shifting consumer tastes 2.Environment, Social and Governance (ESG) orientation 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Increasing reach to SMBs with e-commerce 2.Addressing farmers' issues with Farmer Services Platform 3.Leveraging blockchain for carbon trading and land tokenization
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Laws against forced and child labour 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Mitigating the Impact of climate change 2.Success in business linked to Sustainable Development Goals (SDGs) 3.Green financing linked to sustainability KPIs

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