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JERONIMO MARTINS SWOT & PESTLE ANALYSIS

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Company Name : Jeronimo Martins

Company Sector : Retail Chain and Food Distribution

Operating Geography : Portugal, Poland and Columbia, Europe, Global

About the Company :

Jeronimo Martins is a Portuguese corporate group that operates in Food Distribution and specialized retail. The company is headquartered in Lisbon, Portugal and it primarily engages in the manufacture, distribution and selling of food and various consumer goods products. Jeronimo Martins operates through five different segments: Portugal Retail, Portugal Cash & Carry, Poland Retail, Portugal Manufacturing and Others. Additionally, the company operates drugstores under the Hebe banner and numerous pharmacies under the Apteka Na Zdrowie brand name. Jeronimo Martins employs a workforce of 123,458 people across all of its locations as of early 2022. The company was founded by Jeronimo Martins in 1792. Jeronimo Martins operates within the framework of responsible business management and focuses on satisfying the needs and aspirations of its shareholders and their corresponding interests in short, medium and long terms, consequently contributing towards the development of its regions in a sustainable manner.

Jeronimo Martin's unique selling proposition or USP lies in being the leader in the food distribution sector in Portugal. It ranks 33 among the food retailers globally and if only Europe is considered, it ranks 16th. Jeronimo Martin's mission statement reads, "To satisfy the legitimate interests of Shareholders through a strategy focused on value creation and sustainable development."

Revenue :

20889 billion- FY ending 31st December 2021 (y-o-y growth 8.3%)

19293 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Jeronimo Martins is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Highly diversified asset portfolio 2.Leading food distribution chain in Portugal 3.Over two centuries old legacy business of food distribution 4.Jeronimo Martins showed resilience amid Covid due to potential of Biedronka 	<ul style="list-style-type: none"> 1.High dependence on one brand for lion's share of the revenue 2.Lower margins and high debt reduces opportunities for expansion
Opportunities	Threats
<ul style="list-style-type: none"> 1.Investments towards store footprint expansion 2.Appealing younger consumers by boosting automation and e-commerce in business 3.Positive outlook of the health and beauty business 	<ul style="list-style-type: none"> 1.Several lawsuits may cost dearly to the company 2.High competition in the retail segment

PESTLE Analysis :

The PESTLE Analysis for Jeronimo Martins is given below:

Political	Economical
1.Sunday trading ban in Poland and its impact 2.Growing tension in Venezuela can boost unorganised business in Columbia 3.Russia-Ukraine war impact on Poland	1.Higher consumption in Poland leading to growth of Biedronka and Hebe 2.Rise in food inflation impacting businesses
Social	Technological
1.Seasonal and regional theme-based campaigns to boost sales 2.Covid-19 compelling Europeans to change food habits	1.Introducing self-check outs to suit the swift urban life style 2.Digital transformation of food distribution business
Legal	Environmental
1.Subject to penalties for incomppliance with the regulations	1.Inaugurated the first eco-friendly outlet in Warsaw

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