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## EUROCASH SWOT & PESTLE ANALYSIS

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**Company Name :** Eurocash

**Company Sector :** Wholesale Distribution, Retail

**Operating Geography :** Poland, Europe

**About the Company :** Eurocash S.A. is a Polish corporate group holding numerous enterprises, including Eurocash Cash & Carry, Eurocash Serwis as well as the retail chains of ABC, 1 minute, Delikatesy Centrum, Groszek, Lewiatan and Mila. It was founded in 1993 by Mariusz Witaliński. It is headquartered in Komorniki, Poland. As of 2020, the company has around 22,000 employees. Eurocash is the largest Polish company in wholesale distribution of fast-moving products, household chemicals as well as marketing support for independent stores in the country. The company has been supporting entrepreneurs in Poland for over 20 years. It provides them with innovative cooperation models and effective business support tools. Eurocash Cash & Carry is a chain of 180 wholesalers throughout Poland, focusing on serving small and medium sized grocery stores. Their offer includes almost 5,000 products meeting the expectations of independent store owners and responding to the needs of their customers. Eurocash has also expanded its scale of operations in the area of e-commerce

The company's mission statement reads, "To enable the owners of the local stores to meet the needs of their customers and develop their own business in accordance with the latest trends in retail. Eurocash's USP or unique selling proposition lies in it being a leader in the wholesale distribution of FMCG goods which has a significant impact on the development of the Polish economy.

**Revenue :**

PLN24852.24 million - FY ending 31st December 2019 (y-o-y growth 8.84%)

PLN22832.89 million - FY ending 31st December 2018

## SWOT Analysis :

The SWOT Analysis for Eurocash is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strengthening franchises through Eurocash tools</li> <li>2.Building the business through mergers and acquisitions</li> <li>3.Presence in both wholesale and retail sector</li> <li>4.Largest wholesale FMCG distributor in Poland</li> <li>5.Possessing both franchise stores and business partners</li> </ul>	<ul style="list-style-type: none"> <li>1.High dependence on basic groceries shows lack of product diversity</li> <li>2.Lack of business diversity causing losses in the first quarter of every year</li> <li>3.Trend of decline in margin and higher debts shortens the potential to expand</li> <li>4.Encountered material losses due to VAT fraud</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Enhancement of the group's presence in retail chain</li> <li>2.Expansion in retail chain through independent retail stores</li> </ul>	<ul style="list-style-type: none"> <li>1.Small format retail chains disrupted by the growth of modern distribution</li> <li>2.High competition in the wholesale distribution</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Eurocash is given below:

Political	Economical
1.Odds and evens of Sunday trading ban in Poland 2.Initiatives of Polish government to increase consumption	1.FMCG market dynamics and changing consumer hierarchy in Poland 2.Europe projected to enter in deep recession amid Covid-19
Social	Technological
1.Covid-19 compelling Europeans to change food habits 2.Price conscious Polish consumers preferring discounters	1.Trading with wholesale customers through digital platforms 2.Surging mobile app users in the retail segment
Legal	Environmental
1.Adherence to "General conditions for the delivery of products" in Poland 2.Anti-competition laws in Poland 3.Depreciation write-offs and tax liabilities costing the Company	1."Green Office" initiative to boost sustainability 2.Using hybrid cars under Green transport initiative

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