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VINAMILK SWOT & PESTLE ANALYSIS

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Company Name : Vinamilk

Company Sector : FMCG

Operating Geography : Vietnam, Asia, Global

About the Company : Vinamilk is a Vietnamese dairy company that was established in 1976. The company has grown today to become the largest dairy company of Vietnam. The company's headquarters are located in Ho Chi Minh City, Vietnam. The company products include liquid and powdered milk and also other dairy products like condensed milk, ice-cream, yoghurt, infant cereal, soya drinks, fruit juice, tea, cheese and health drinks. The company has around 13 factories and 7 Global G.A.P certified farms. The Vietnamese dairy king is involved in all stages of production from manufacturing, marketing and distribution. Additionally, the company has also started to offer services in the logistics and packaging sectors, healthcare and technical support to farmers. Vinamilk has also got a foothold in the real estate industry. The company is also looking into entering the international market and has consequently invested in properties in the USA, Poland and New Zealand.

The mission statement of Vinamilk reads, "To deliver the valuable nutrition to community with our respect, love and responsibility." The vision statement of Vinamilk reads, "To become a world grade brand in food and beverage industry, where people put all their trust in nutrient and health products."

Revenue :

VND 56,400 billion – December 2019 (year-on-year growth of 7.16%)

VND 52,629 billion – December 2018

SWOT Analysis :

The SWOT Analysis for Vinamilk is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong financial growth over years making it the most valuable brand in Vietnam 2.Diversified product portfolio and increasing through launch of new product 3.Serving over 50 countries globally with continuous expansion 4.Strong performance of subsidiaries in both domestic and international market 5.Leading the Vietnamese dairy industry through innovation 6.Prompt supply chain and excellent distribution network 	<ul style="list-style-type: none"> 1.Quality concerns impacting Vinamilk brand
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growing demand from China an opportunity to increase market share 2.Expansion in sports nutrition or protein market will be game changer 3.Per capita annual consumption of Vietnam below Asian average indicating growth potential 	<ul style="list-style-type: none"> 1.Increasing demand of alternate milk and dairy products 2.Pandemic has led to disruption in operations

PESTLE Analysis :

The PESTLE Analysis for Vinamilk is given below:

Political	Economical
1.China imposing tariffs on US dairy product boosting Vietnamese dairy industry 2.Free Trade agreement has allowed export of dairy products to EAEU	1.Vietnam's economic growth has become boon for dairy industry 2.Growth in FDI is leading to expansion in operations
Social	Technological
1.Increasing young population in urban areas has impacted dairy product market 2.Awareness of health and increased income and consumption has increased demand	1.Incorporating TPM and using ERP data will streamline operational process 2.Heavy investment in modern technology for dairy farming 3.New technology increasing efficiency in dairy production lines
Legal	Environmental
1.Compliant on all regulatory standards	1.Environmentally friendly through concept of Use, Reuse and Recycle 2.Saving water through rain water harvesting and re-circulation 3.Combating climate change through use of renewable energy

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