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CARREFOUR SWOT & PESTLE ANALYSIS

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Company Name : Carrefour

Company Sector : Retail, Food and Grocery Retail

Operating Geography : Europe, France, Global

About the Company :

Carrefour is a French multinational retailer headquartered in Boulogne Billancourt, France, in the Hauts-de-Seine Department near Paris and was established in 1958 by Marcel Fournier, Denis Defforey and Jacques Defforey. The name Carrefour means “crossroads” in French. It is one of the largest supermarket chains globally, operating nearly 14,000 stores and e-commerce sites in more than 30 countries, in Europe, the Americas, Asia and Africa as of 2022. Since 1995, Majid Al Futtaim has been in charge of Carrefour operations in the MENA area. At the time the region's first hypermarket was launched at City Centre Deira, it was initially a Continent-branded shop that changed to Carrefour four years later. Carrefour UAE was among the companies who emerged victorious at RTIH's 2021 retail technology awards. The group employed more than 319,565 people as of early 2023.

The USP of Carrefour lies in it being one of the top retailers in the world. Carrefour's mission is “Doing our job well” with a vision “To become the benchmark in modern retailing in each of our markets. We aim to offer our customers the best price and the best merchandise, in every store, in every country.”

Revenue :

81.2 billion - FY ending Dec 31st 2021 (y-o-y growth of 2.3%)

79.4 billion - FY ending Dec 31st 2020

SWOT Analysis :

The SWOT Analysis for Carrefour is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Competitive advantage of a multi format strategy 2.Strong digital platform and customer experience 3.Good products at best prices Strong geographic footprint of the group 	<ul style="list-style-type: none"> 1.Poor performance in own brand products 2.Weak performance in Asian markets
Opportunities	Threats
<ul style="list-style-type: none"> 1.Footprint expansion in the Middle-East region 2.Usage of big data analytics 3.Increasing demand for e-commerce 4.Opening of the first BIO store in UAE catering to increasing demand 	<ul style="list-style-type: none"> 1.Fluctuating foreign exchange rates 2.Increasing competition from discount retailers 3.Inflation crisis is turning consumers into penny-pinchers

PESTLE Analysis :

The PESTLE Analysis for Carrefour is given below:

Political	Economical
1.Unstable political environment in major markets may impact retailers	1.Uncertain economic growth in France 2.Strong contribution to domestic economy
Social	Technological
1.Organic food and reformulations bringing up new opportunities 2.Digitization in retail set to simplify the lives of customers	1.Omni channel strategies to drive growth and customer experience 2.Robot deployment in stores increases convenience 3.Partnership with IBM cloud for food traceability
Legal	Environmental
1.Strong compliance framework across the supply chain 2.Changing regulations increase difficulty of doing business	1.Anti-food waste initiatives 2.UAE capital first in Middle East to ban single-use plastic bags

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