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## COLES GROUP LIMITED SWOT & PESTLE ANALYSIS

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**Company Name :** Coles Group Limited

**Company Sector :** Retail

**Operating Geography :** Australia

**About the Company :** Founded in 1914 by George Coles, Coles has grown large to be one of the largest Australian supermarket chains. The company's headquarters are located in Hawthorn East, Victoria, Australia. It operates mostly in the form of retail and departmental stores helping Australians buy products which are even cheaper than 2009 prices. The company was listed as a public company on the Australian Stock Exchange as an independent company in 2018. It was earlier owned by the conglomerate Wesfarmers. The company includes the subdivisions of Coles Supermarkets, Coles Online, Coles Express, Coles' liquor division and Coles' financial division. The current business of the company is thus diversified; starting from retail products of food and liquor on one hand to online selling of products and services like insurances on the other. In 2020, the company was voted amongst the "Top 30 food retail stores worldwide to visit in 2020". The mission statement of Coles is to fulfill 'The Coles way', which aims "To give the people of Australia a shop they trust, delivering quality, service and value." The Coles vision is to 'become the most trusted retailer in Australia and grow long-term shareholder value'. It has a workforce of more than 112,298 team members as of early 2019.

**Revenue :**

A\$ 37,408 million – FY ending June 2020

A\$ 38,176 million – FY ending June 2019

**SWOT Analysis :**

The SWOT Analysis for Coles Group Limited is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. 2nd largest player in the Grocery sector of Australia</li> <li>2. Consumables sold in Coles departmental and convenient stores are indigenous in nature</li> <li>3. Strong focus on technology driving efficiency in operations</li> <li>4. Sustainability and environmentally friendly business outlook with effective CSR</li> </ul>	<ul style="list-style-type: none"> <li>1. Persistent problems from the suppliers</li> <li>2. Management lack of focus on hardware segment</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Private label strategy to drive growth</li> <li>2. Insurance and finance sector opportunities to pull upon</li> <li>3. New market scanning</li> <li>4. Increasing preference for plant-based food in Australia</li> </ul>	<ul style="list-style-type: none"> <li>1. Legal and political regulations</li> <li>2. Competitor threats in the established sector</li> <li>3. Threat of identification of Coles as a brand</li> <li>4. Change in food spending habits of Australians</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Coles Group Limited is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1. Government regulations against the duopolistic nature of the market.</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1. Low spending Australian customers. 2. Bargaining Power of Suppliers have reduced drastically.</p>
<p style="text-align: center;"><b>Social</b></p> <p>1. Coles has received the Fairtrade Retail Chain of the Year. 2. Initiatives to address the issue of food insecurity. 3. Coles help to improve cancer care for children and young.</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1. Increased use of Internet by Coles' customers. 2. Contactless payment and self-check-out facilities 3. Use of Cloud Infrastructure 4. Three-Pronged approach towards information management.</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1. Legal actions of ACCC against Coles. 2. Call for strict mandatory codes by NFF.</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1. Use of sustainable products. 2. Eco-Friendly supermarkets.</p>

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