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## FRIESLANDCAMPINA SWOT & PESTLE ANALYSIS

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**Company Name :** FrieslandCampina

**Company Sector :** Dairy

**Operating Geography :** Netherlands, Europe, Global

**About the Company :** FrieslandCampina is an FMCG and B2B company founded in 1871 provides consumers with dairy products, such as milk, yoghurt, condensed milk, dairy-based beverages, cheese, butter and cream. It has locations in 36 countries and employs about 24,000 employees and is fully owned by Zuivelcoöperatie FrieslandCampina U.A., with 17,413-member dairy farmers in the Netherlands, Belgium and Germany. The Central Office is located in Amersfoort, the Netherlands. They are unique in their business as their suppliers, the farmers, are also owners and FrieslandCampina control the whole supply chain from grass till glass. They provide dairy products such as cream and cream dishes, whipped cream in spray cans, butter specialties and fillings to professional customers, such as bakeries and chefs to prepare delicious food experiences. They also sell ingredients and half-finished products to manufacturers of infant nutrition, the food industry and the pharmaceutical sector around the world. FrieslandCampina had ~24,000 employees with branches in 38 countries as of early 2021.

**Revenue :**

Euros 11,140 million – FY ended Dec 31st 2020 (YoY growth negative 1.4%)

Euros 11,297 million – FY ended Dec 31st 2019 (YoY growth negative 2%)

Euros 11,553 million – FY ended Dec 31st 2018

## SWOT Analysis :

The SWOT Analysis for FrieslandCampina is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Manages the complete production chain- from grass to glass</li> <li>2.Strong cooperative of member dairy farms</li> <li>3.Global presence with product reach in over 100 countries</li> <li>4.Purpose-driven, results-oriented people make a distinctive culture</li> </ul>	<ul style="list-style-type: none"> <li>1.Facing Liquidity issues, issued bonds worth 300 million Euros.</li> <li>2.Higher-value-added products such as infant nutrition formula is largely exposed to Asia</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Invest and innovate in the nutritional aspect of products especially as the pandemic has put health in focus</li> <li>2.Expansion in Nigeria</li> <li>3.There is an increased demand for milk products in Asia, Africa and Middle East.</li> </ul>	<ul style="list-style-type: none"> <li>1.Fall in Nigerian currency, Naira can hamper profits.</li> <li>2.Lower bulk dairy prices would impact profit margins</li> <li>3.Closed border between China &amp; Hong Kong has impacted profits.</li> <li>4.Increasing competition in Chinese markets</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for FrieslandCampina is given below:

Political	Economical
1.Political debate around administrative decisions	1.Impact of pandemic on economy and business: 2. Inherent volatility in dairy markets
Social	Technological
1.Restructuring the organization in order to optimise and accelerate the business transformation. 2.With growth in global population, increased need for high quality and affordable nutrition 3.Increased Consumer demand for sustainably produced products	1.Digital innovation, TrackEasy launched in Asia 2.Technological solutions for Green Energy
Legal	Environmental
1.Farmers protest due to the lack of clarity around Nitrogen emission policy	1.Issue of greenhouse emissions \u2013 methane from cows 2.Complete circular packaging by 2050 3.CO2 neutral by 2050; with Wind energy and Biofuel innovation

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