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KRAFT HEINZ SWOT & PESTLE ANALYSIS

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Company Name : Kraft Heinz

Company Sector : FMCG, Food and Beverages

Operating Geography : United Kingdom, Global

About the Company : Kraft Heinz is an American multinational food and beverage company with sales in more than 190 countries. Headquartered in both Pittsburgh and Chicago, Kraft Heinz is a globally trusted producer of high quality delicious foods which come under a host of iconic brands like Kraft, Heinz, ABC, Capri Sun, Classico, Jell-O, Kool-Aid, Lunchables, Maxwell House, Ore-Ida, Oscar Mayer, Philadelphia, Planters, Plasmon, Quero, Smart Ones and Velveeta. This company was formed by the merger of Kraft foods and Heinz in 2015. It has become the globe's fifth largest food and beverage company and third largest in the United States. Kraft Heinz had 39000 employees as of 2017. Kraft Heinz merger contributed to a large number of brand extensions that proved out to be beneficial in generating extra revenue. One such brand extension of Kraft Heinz witnessed by consumers in 2018 was 'Just crack an egg', which is a first-of-its-kind savory product that prepares delicious breakfast in no time. The Company claims to provide "high quality, great taste and nutrition for all eating occasions whether at home, in restaurants or on the go."

Kraft Heinz mission statement reads "We are Kraft Heinz. We are not for everyone, but we are exceptional for the few. Our values of Ownership and Meritocracy are two exciting elements of the Kraft Heinz culture. They create an environment of empowerment unique to our company and provide high-potential employees with unlimited growth opportunity." Kraft Heinz vision is "To Be the Best Food Company, Growing a Better World." Kraft Heinz Unique selling proposition or USP lies in it being one the leading food and beverage companies across the world, offering unparalleled range of products from iconic brands. It is the topmost food and beverage brand in North America and the fifth largest food and beverage Company in the world.

Revenue :

?\$26,260 million - FY ending 31st December 2018 (y-o-y growth negligible)

\$26,232 million - FY ending 31st December 2017 (y-o-y growth of negative -0.9%)

\$26,487 million - FY ending 31st December 2016

SWOT Analysis :

The SWOT Analysis for Kraft Heinz is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong brand name with a wide portfolio of products 2.Healthy growth with strong financials 3.Strong distribution channels 4.Robust investment in R&D 	<ul style="list-style-type: none"> 1.Frequent Product recalls 2.Increasing debt attracting unwanted risks 3.Food products have a limited shelf life 4.High cost of raw materials
Opportunities	Threats
<ul style="list-style-type: none"> 1.Demand for healthier food products 2.Expansion of business to emerging markets 3.Huge Millennial Market 	<ul style="list-style-type: none"> 1.Increase in regulations in food industry 2.Competition from established players 3.Health conscious people avoiding confectionery

PESTLE Analysis :

The PESTLE Analysis for Kraft Heinz is given below:

<p style="text-align: center;">Political</p> <p>1.Political engagement, contributions and corporate lobbying</p>	<p style="text-align: center;">Economical</p> <p>1.Strong GDP growth in emerging markets 2.Impact of foreign currency fluctuations and inflation</p>
<p style="text-align: center;">Social</p> <p>1.Emerging local brands and rapid taste shifts along millenials</p>	<p style="text-align: center;">Technological</p> <p>1.Generation of supply chain insights through technology</p>
<p style="text-align: center;">Legal</p> <p>1.Regulatory compliances and government oversight 2.Strong compliance for supply chain transparency and labor practices</p>	<p style="text-align: center;">Environmental</p> <p>1.Initiatives to promote food security 2.Sustainable environmental practices across operations</p>

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