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BEN & JERRY'S SWOT & PESTLE ANALYSIS

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Company Name : Ben & Jerry's

Company Sector : Food & Beverages

Operating Geography : United States, North America, Global

About the Company :

Ben & Jerry's Homemade, Inc. is a producer of ice creams and frozen novelties. Besides Ben & Jerry's scoop shops, the official franchises, the company also distributes its ice cream novelties in USA and other countries across the world via supermarkets, grocery stores, convenience stores and other venues. The company was formerly founded in 1978 in Burlington, Vermont with a basic investment of \$12,000 along with \$5 that were spent on a correspondence course in ice cream-making from Penn State. Later, Unilever, the British-Dutch conglomerate, bought the company in the year 2000. As of 2022, Ben & Jerry operates as a wholly owned subsidiary of Unilever, headquartered in South Burlington, Vermont and main factory in Waterbury, Vermont. Ben & Jerry's long stood brand values and its key focus on activism presents the company an edge over its rivals.

Ben & Jerry is one of the leading ice cream vendors in the United states with a market share of 8.7% estimated in 2017. Ben & Jerry celebrates its first store's anniversary as a Free Cone day usually between late march and early may. This annually held event is also for customer and staff appreciation. On this day the company via its scoop shops gives out free ice cream cups and cones to everyone.

Ben & Jerry's USP or unique selling proposition centers around making innovative flavors of "All Natural" high quality premium ice cream and related products. Ben & Jerry's mission statement reads, "To make, distribute and sell the finest quality "All Natural" ice cream and euphoric concoctions with a continued commitment to incorporating nutritious, natural ingredients and promoting business practices that respect the Earth and the Environment" and its vision statement reads "making the best possible ice cream, in the nicest possible way."

Revenue :

\$450 million – FY ending 31st December 2021

SWOT Analysis :

The SWOT Analysis for Ben & Jerry's is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Focus on environmentally sustainable products and packaging 2.Continuous creativity and differentiation in products helping build a competitive advantage 3.Strong brand with established global operation 4.Maintaining a strong market share 	<ul style="list-style-type: none"> 1.Allegations of misleading consumers through false labelling
Opportunities	Threats
<ul style="list-style-type: none"> 1.Rise in demand for premium ice-creams across the world 2.Growth opportunity in fat-free and healthy alternative ice cream and frozen yogurt products segment 3.Increasing retail channels such as hypermarkets, supermarkets, convenience stores and discounters 	<ul style="list-style-type: none"> 1.Taking political stance on various issues may backfire 2.Increasing diabetes and obesity to negatively impact the demand for ice cream 3.Fierce competition from industry peers 4.Rising animal feed prices leading to increase in milk prices

PESTLE Analysis :

The PESTLE Analysis for Ben & Jerry's is given below:

<p style="text-align: center;">Political</p> <p>1.Using political issues and activism campaigns for brand leverage</p>	<p style="text-align: center;">Economical</p> <p>1.Growing Ice cream demand from emerging markets</p>
<p style="text-align: center;">Social</p> <p>1.Increasing consumer concern regarding health and obesity</p> <p>2.Demand for added functional benefits in Ice-creams</p> <p>3.Snackification - Inclination of young people towards snacking at different intervals</p>	<p style="text-align: center;">Technological</p> <p>1.Leveraging blockchain technology to reduce environmental impact</p>
<p style="text-align: center;">Legal</p> <p>1.Stringent regulations for improving the food quality & safety</p>	<p style="text-align: center;">Environmental</p> <p>1.Adapting operating model to anticipate and adapt to climate challenges</p> <p>2.Elimination of single use plastics</p>

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