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THE KELLOGG COMPANY SWOT & PESTLE ANALYSIS

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Company Name : The Kellogg Company

Company Sector : FMCG, Food Manufacturing

Operating Geography : North America, United States, Global

About the Company :

The Kellogg Company founded in 1906 is engaged in the manufacturing and marketing of ready-to-eat cereal and convenience foods. Their principal products are ready-to-eat cereals and convenience foods, such as cookies, crackers, savory snacks, toaster pastries, cereal bars, fruit-flavored snacks, frozen waffles and veggie foods. The company is headquartered in Michigan, United States and has more than 31,000 employees as of early 2023. 10 decades ago, the company was founded by W.K. Kellogg, a man passionate towards people, quality and innovation. His firm belief in providing nutrition through better food for all, led to the creation of the very first breakfast cereals the Kellogg's Corn Flakes® setting a benchmark in the entire food industry. Even today the company continues to operate on the founder's core values viz., integrity, accountability, passion, humility, simplicity and a focus on success.

Kellogg's mission statement reads "Nourishing families so they can flourish and thrive." Kellogg's vision statement reads "To enrich and delight the world through foods and brands that matter." The USP or Unique Selling Proposition of the Kellogg's company lies in it being the world leader in creating ready to eat nutritious breakfast cereals.

Revenue :

\$14.88 billion - FY ending January 1st 2022 (y-o-y growth 3%)

\$12.51 billion - FY ending January 1st 2021

SWOT Analysis :

The SWOT Analysis for The Kellogg Company is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong positioning amongst customers 2.Employee Resource Groups to drive business sustainability and organizational success 3.Multinational presence with global manufacturing and supply chain capabilities 4.Strong commitment to nutrition 5.Emphasis on sustainability 	<ul style="list-style-type: none"> 1.Lack of segregation in the product portfolio 2.Dependence on few large consumers 3.High level of indebtedness
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expansion in emerging markets 2.Diversification of product portfolio 3.Rapid market growth in ready-to-eat cereal category 4.Stepping into metaverse to attract consumers 	<ul style="list-style-type: none"> 1.Intense competition in the food industry 2.Food regulations by the government 3.Kellogg strike compounds supply chain issues

PESTLE Analysis :

The PESTLE Analysis for The Kellogg Company is given below:

Political	Economical
1.The UK's exit from the EU may have a negative effect on global economic conditions 2.Suspension of business in Russia amidst the war	1.Strong GDP growth in emerging markets 2.High-cost pressures impacting finances
Social	Technological
1.Growing acceptance of private labels by consumers 2.Growing trend towards plant-based diet	1.Mobile apps for sales collaboration 2.Usage of spend analytics for marketing budget optimization
Legal	Environmental
1.Lawsuits regarding misleading product descriptions and advertisements 2.Court challenge against UK HFSS rules	1.Accused by Greenpeace over usage of genetically engineered ingredients and deforestation 2.Utilising recyclable paper liners in boxes

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