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STRAUSS GROUP LTD SWOT & PESTLE ANALYSIS

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Company Name : Strauss Group Ltd

Company Sector : Food & Beverages

Operating Geography : Israel, Asia, Global

About the Company : Strauss Group Ltd is an international food & beverage company headquartered in Petah Tikva, Israel. The company operates four businesses: Strauss Coffee B.V., Strauss Israel, Strauss Water and PepsiCo – Strauss Fresh Dips & Spreads International. In the 1930s Elite was founded by Eliyahu Fromchenko and seven partners as a small confectionery company in Ramat Gan, Israel. In 2004, Strauss Group was formed through the partnership of Elite Industries and Strauss, making Strauss an international group. The company operates 30 production sites in more than 20 countries around the globe, comprising of Brazil - where it is the largest coffee player; and the U.S. - where it leads the category of refrigerated fresh dips and spreads, including hummus. Strauss Group markets a variety of retail food products, including fresh foods (dairy, salads, pre-cut vegetables), beverages (coffee, chocolate, juices, water), and snacks (candy, cookies, salty items). In January 2021 Yofix, the company operated by Strauss Group Ltd started exporting a series of products under the brand "The Real Foodists" to the British market and also plans to distribute its goods to Britains large retail supermarket chains. Strauss Group's Unique Selling Proposition or USP lies in it being traded on the Tel Aviv 35 Index, which includes Israel's largest public companies, and has an ilAA+ credit rating. Strauss Group's mission statement reads, "Creating wonder out of basic. Existence as a company and to our daily work".

Revenue :

NIS 8536 million - FY ending 31st December 2019

NIS 8577 million - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Strauss Group Ltd is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong partnerships with industry leaders in Food and Beverages segment 2.Prominent global presence in 20 countries across the globe 3.Low cost of production, improved the cost competitiveness of Strauss products 4.Healthy growth rate in the competitive food industry with a Y-o-Y growth rate of 0.1% 	<ul style="list-style-type: none"> 1.Insufficient production lines in the Health and the wellness segment and the capacity utilization was below the demand requirements
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growing demand for protein enriched products in the dairy market 2.Automation in food practices leading to improve in the bottom-line profits 3. Spike in health and nutritional awareness in the developing economies 	<ul style="list-style-type: none"> 1.Intensified competition in the dessert and Yogurt market 2.Growing private labels in the market hampering the sale of branded products 3.Growth of the international brands and competition in the domestic market 4.Spike in the prices of the packaging materials impacting the overall prices

PESTLE Analysis :

The PESTLE Analysis for Strauss Group Ltd is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Stringent government regulations on food safety standards 2.Prevaling growth of corruption and bureaucracy flaws leading to high tariffs on food industries 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.COVID-19 impact on the food and beverage industry 2.Fluctuations in dollar exchange price affecting the global businesses
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Increase in health consciousness as per the changing lifestyle to a light and smaller meals 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Technolgical advancements acting as the backbone to modern food processing 2. Blockchain technology enables food traceability, enabling better food management, safety and overall better quality
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Enforcement of Gender diversity laws across the industries 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Commitment to reduce green house and water consumption per ton of product produced 2.Sustainable farming practices to improve the soil quality and to drive production quality

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Client Support:
support@swotandpestle.com