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LAMB WESTON HOLDINGS SWOT & PESTLE ANALYSIS

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Company Name : Lamb Weston Holdings

Company Sector : Food Processing

Operating Geography : United States, North America, Global

About the Company : Lamb Weston Holding Inc. based in Eagle, Idaho, is an American food processing firm. In 1950, Gilbert Lamb founded the company. The business supplies restaurants and retailers all over the world with frozen potato, sweet potato, appetiser, and vegetable items. Lamb Weston has led the frozen potato industry in innovation for over 60 years, developing innovative products for our customers. Lamb Weston products are sold in over 100 countries worldwide. The company's manufacturing operations are primarily located in the Pacific Northwest, specifically in the Columbia River Basin, the world's best potato-growing area. Sweet Potato Fries, All Straight Crinkle Waffle Shaped Dices Mashed, Fries All Straight Crinkle Curly Waffle Wedge Dippers, Potato Products Appetizers, All Chips Slices Shaped Shredded Hash Browns Dices Mashed All-Potatoes-Onions-and-Cheese Jalapeno Corn Pickle is one of the company's best-selling items. On April 15, 2021, Lamb Weston launched environmentally friendly biomaterial packaging that is partially made of potato starches, a by-products of the production of French fries.

Lamb Weston Holding's Unique Selling Point or USP lies in it being one of the largest manufacturers and processors of frozen French fries and other frozen potato products in the world. The company's mission statement reads, "Lamb Weston is committed to providing a safe and healthful work environment".

Revenue :

\$ 3,792.4 million - FY ending 31st May 2020 (y-o-y growth 0.955%)

\$ 3,756.5 million - FY ending 31st May 2019

SWOT Analysis :

The SWOT Analysis for Lamb Weston Holdings is given below:

Strengths	Weaknesses
<p>1.Strategic joint ventures help secure global markets.</p> <p>2.Globally the 2nd largest producer in the market.</p> <p>3. Extensive network that sells products in 100+ countries with 27 global manufacturing facilities.</p>	<p>1.Plans to build a new plant in China will consolidate market there.</p> <p>2.Expansion of business to Mercosur should increase revenue.</p> <p>3.Increase in demand for frozen food post pandemic will increase sales.</p> <p>4.Acquisition of majority stake in its joint venture with Russia's Belaya Dacha Group will strengthen European market</p> <p>","</p>
Opportunities	Threats
<p>1. Incurred significant costs amid COVID-19 and its ongoing impact.</p> <p>2.Shift from rail carriers to spot trucking will increase freight costs significantly.</p> <p>3.Intense competition and increased industry capacity may reduce revenue and/or profits</p> <p>"]]</p>	<p>1.</p>

PESTLE Analysis :

The PESTLE Analysis for Lamb Weston Holdings is given below:

Political	Economical
1.Biden administration plans to increase corporate taxes.	1.Decline in demand for services due to less restaurant traffic and food service 2.North America's Frozen potato market is expected to grow to \$28,165.19 million by 2027 at a CAGR of 4.1%. 3.Tight freight market might lead to increased transportation costs
Social	Technological
1.Consumers are increasing purchase of frozen foods since the pandemic. 2.Increased focused on balanced diet will spur product changes	1.Eco steam peeler usage affect resource utilisation and efficiency. 2.Implementation of ERP (Enterprise Resource Planning) system will affect management of operations
Legal	Environmental
1.Changes in regulations related to acrylamide could affect operations	1.Growing concerns with plastic packaging.

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