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JUST EAT TAKEAWAY.COM SWOT & PESTLE ANALYSIS

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Company Name : Just Eat Takeaway.com

Company Sector : Online Food Delivery

Operating Geography : Netherlands, Europe, Global

About the Company : Just Eat Takeaway.com is an online food delivery service headquartered in Amsterdam, the Netherlands that connects tens of millions of customers with over 250,000 local restaurants through its websites and apps. In 23 countries, the company has an online marketplace where supply and demand for food distribution and order meet. In January 2020, the company was formed by combining two of the world's most popular food delivery companies: Takeaway.com (founded in 2000 in the Netherlands) and Just Eat (founded in 2001 in Denmark). The company enables online purchasing, payment, and, on occasion, order fulfilment. It uses a hybrid model that combines its marketplace roots where restaurants deliver themselves with logistics expertise for select restaurants without their delivery capabilities. This model ensures that customers have access to the widest possible range of restaurants to choose from. Consumers can order through the company's mobile app or website, and it makes money mostly from the fees it charges restaurants based on the Gross Merchandise Value (GMV) of the food purchased through its marketplace, as well as other services including online payment, merchandise and packaging sales, and promoted placement. After being awarded the first-ever sponsorship deal for the UEFA Euro 2020, Just Eat Takeaway.com became the sponsors of the UEFA men's club and women's competitions beginning in the 2021-24 period in March 2021.

Just Eat Takeaway.com's Unique Selling Point or USP lies in being a leading online food distribution marketplace, linking customers and restaurants in 24 countries through its website. Just Eat Takeaway.com's mission statement reads "Our mission is to be the best food delivery company on the planet. And of course, that wouldn't be possible without our 8,000 employees from around the world".

Revenue :

2,042 million – FY ending 31st December 2020 (y-o-y growth +390.8%)

416 million – FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Just Eat Takeaway.com is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Brand strength and presence driving organic restaurant growth and sales 2.Robust logistics capabilities leading to higher number of orders 3.Powerful Network effects creating growth reinforcement 4.Combination with Just Eat increasing performance manifolds 	<ul style="list-style-type: none"> 1.Order Fulfillment Costs growth highly disproportionate to revenue growth 2.High churn rates requiring increased spending on retention programs
Opportunities	Threats
<ul style="list-style-type: none"> 1.Significant future growth in Spain and Italy 2.Addressable restaurant population shift from phone to online ordering 3.Huge untapped addressable population and market in operating region 4.B2B market showing significant growth in selected regions 5.Delco logistics model gaining popularity due to financial advantages 	<ul style="list-style-type: none"> 1.Risks arising from regulatory requirements such as GDPR 2.Competition in the online food-delivery segment

PESTLE Analysis :

The PESTLE Analysis for Just Eat Takeaway.com is given below:

Political	Economical
1.Junk food commercial regulation by EU to reduce potential customers 2.Policies to alleviate fear of pandemic affecting online orders	1.Covid pandemic increasing business and operations uncertainty 2.Brexit to create a supply shock for food items in UK
Social	Technological
1.Careful strategy needed as online ordering proportional to restrictions 2.Discouraging unnecessary social interaction to help current business	1.Developments in Digital marketing to increase customer retention 2.Real-time tracking in last-mile delivery will increase asset productivity
Legal	Environmental
1.Talks in EU about putting gig workers at par with regular staff 2.Litigations by restaurants on commission rates affecting financials	1.Discounted selling of surplus food providing extra business 2.Alternate packing solutions to plastic to increase goodwill among stakeholders

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