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## GREGGS PLC SWOT & PESTLE ANALYSIS

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**Company Name :** Greggs plc

**Company Sector :** Food, Bakery chain

**Operating Geography :** United Kingdom, Europe, Global

**About the Company :**

Greggs plc is a British bakery chain headquartered in Newcastle upon Tyne, United Kingdom. It mainly deals in savory products such as bakes, sandwiches, sausage rolls and sweet items including vanilla slices and doughnuts. John Greggs founded the company as a Tyneside bakery in 1939. In 1951, the firm opened its first ever shop in Gosforth, Newcastle upon Tyne. Major expansions began after the firm was taken over by the founder's brother and son after his death, which included the acquisitions of other bakeries such as Glasgow-based Rutherglen in 1972, Leeds-based Thurston's in 1974, Bowketts the Bakers in Kent, Broomfields the Bakers, London, Tooks the Bakers (East Anglia) and Price's (Manchester) in 1976. The company also sells some of its products through the supermarket chain in Iceland – such as pastries, bakes and melts. The company's best-selling product is undoubtedly the sausage roll, which sells over two million units weekly. Greggs opened its new branch in Ludlow town centre in 2022, with a plan to enter Dershybire town in the same year.

The Unique Selling Proposition or USP of Greggs plc lies in it being a specialist in savory products such as sausage rolls, bakes, sandwiches and sweet items including vanilla slices and doughnuts. The vision statement of Greggs plc reads, "Our vision... is to become the customers' favourite for food-on-the-go."

**Revenue :**

GBP 1229.7 million – FY ending 31st December 2021 (year-on-year growth of 51.7%)

GBP 811.3 million - FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for Greggs plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Social media backed brand transformation made Greggs a leading 'food-on-the-go' choice</li> <li>2.Strong trading performance led to speedy recovery from pandemic blows</li> <li>3.Delivering great customer experience through product offerings and digitization</li> <li>4.Competitive supply chain bringing in efficiency</li> </ul>	<ul style="list-style-type: none"> <li>1.Vertical integration elevated internal supply chain costs</li> <li>2.Dependency on third party supplier services raised risk of interruption</li> <li>3.Under capacitated to serve high demand for vegan sausage rolls</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.UK's strong R&amp;D capabilities create automation opportunities for food &amp; drink manufacturers</li> <li>2.Post-pandemic innovative delivery partnership can help expand customer base</li> <li>3.Health wellness and nutritious food trends are rising in UK</li> <li>4.Increase in dinner-time market</li> </ul>	<ul style="list-style-type: none"> <li>1.Frequent criticism from food standard campaigners and QA periodically, for faltering on pork quality</li> <li>2.High competition in sausage roll market in UK</li> <li>3.Increased public focus on allergens, create complexity for business operations</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Greggs plc is given below:

Political	Economical
1.Brexit can impact food industry workers and supplies imports	1.UK economy is facing workforce pressure with huge vacancies
Social	Technological
1.Pandemic has changed consumers eating habits 2.Rising veganism trends soaring consumer demand for meat alternative menus	1.Digital technologies are helping restaurants offer best customer experience 2.Increased frequency of cyber-attacks on food outlets 3.Launch of Greggs' app and website
Legal	Environmental
1.UK has mandated gender pay gap reporting for all businesses, starting from 2021 2.UK governments new food industry restrictions could attract fines 3.Compliance of Natasha's Law	1.Boris Johnson administration sets new targets for greenhouse gas emission controls 2.UK restaurants commitment for reducing food waste

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