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THE PICK N PAY GROUP SWOT & PESTLE ANALYSIS

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Company Name : The Pick n Pay Group

Company Sector : Retail Chain (FMCG and Lifestyle)

Operating Geography : Cape town, Africa, Global

About the Company :

The Pick n Pay Group is a retailer that specializes in fast-moving consumer items. It is headquartered in Cape Town, South Africa. Pick n Pay, Boxer, and TM Supermarkets are the three names under which the company operates. The company also manages the Pick 'n Pay Pantry convenience store-style, as well as franchise grocery operations under the Pick 'n Pay Family format; around 130 score retail locations in South Africa, Botswana, and Swaziland; and a limited number of stores in Namibia. Supermarkets, hypermarkets, local stores, express stores, clothes stores, liquor stores, pharmacies, and an online shopping platform are among the outlets in the portfolio. Food and groceries, apparel, general products, and services are all available in a variety of retail types, including franchised and owned locations. The middle-income South African consumer accounts for the majority of the client base. As of 2022, the company have over 85,000 employees on it rolls.

The Pick n Pay Group's USP is that it is one of Africa's largest and most profitable food, apparel, and general store merchants. The mission statement of the company reads, "We serve. With our hearts we create a great place to be. With our minds we create an excellent place to shop".

Revenue :

ZAR 97,872 million – FY ending 27th Feb 2022 (y-o-y 5.20% growth)

ZAR 95,108 million – FY ending 28th Feb 2021

SWOT Analysis :

The SWOT Analysis for The Pick n Pay Group is given below:

| Strengths | Weaknesses |
|--|---|
| <ul style="list-style-type: none"> 1.Diverse portfolio of stores in multiple formats increase customer reach 2.Large market share in South African food and grocery market 3.Well positioned to capture and accelerate growth in value end of food and grocery retail 4.Promoting strong brand loyalty through Smart Shopper Loyalty program 5.Robust information technology platform driving innovation in omnichannel retail 6.ESG integration and publication of Sustainability Report are competitive advantages | <ul style="list-style-type: none"> 1.Increased cyber security concerns due to digitalization 2.Disruption in supply chain and demand planning due to ongoing pandemic |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Acquisition of on-demand liquor delivery service Bottles, to deliver groceries for online orders 2.Project Future to lead the firm to greater operational efficiency 3.Strong digital platform which can accelerate growth and innovation | <ul style="list-style-type: none"> 1.Increasing dominance of Walmart in retail sector 2.Trade restrictions due to lockdown regulations may severely impact business offshores |

PESTLE Analysis :

The PESTLE Analysis for The Pick n Pay Group is given below:

| Political | Economical |
|--|--|
| 1.Weakening hold of African National Congress, opposition more supportive of social market economy. 2.Civil unrest in South Africa lead up to vandalism and looting of stores | 1.Zimbabwe gradually recovering from two year GDP contraction 2.Economic recession and droughts in Zambia present difficult trading conditions 3.Retail industry moving towards implementation of omnichannel strategy |
| Social | Technological |
| 1.Workers in Namibia laid off due to unfavourable trading conditions 2.Protests against Clover, dairy brand in SA, culminate in picketing at Pick n Pay store | 1.Technological advancements in retail sector may revive stores by enhancing customer experience 2.Digitalization across all retail business processes |
| Legal | Environmental |
| 1.New tax laws approved by South African government | 1.World Economic Forum releases common ESG metrics to set non-financial reporting standards |

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