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AL MEERA SWOT & PESTLE ANALYSIS

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Company Name : Al Meera

Company Sector : Retail, Consumer Goods Retail

Operating Geography : Qatar, Middle East, Global

About the Company :

Al Meera Consumer Goods Co QSC is a business based in Qatar that trades many kinds of consumer goods, both wholesale and retail. Under the direction of H.H. the Father Emir, the company was founded in 2005. The Qatari Commercial Law and Memorandum of Association, administered by the Ministry of Commerce and Industry, govern it. The following business segments make up The Company: the buying and selling of consumer items are included in the retail section. The investment section includes fixed deposits, equities, and the money kept as financial assets valued at fair market value. the leasing division, which consists primarily of renting out shops in various malls controlled by the Group. About 60 supermarkets, convenience stores, and hypermarkets are used by Al Meera. Due to its renovated, pedestrian-friendly storefronts, each location now has the convenience of a grocery store, including the MAAR stores situated at certain metro stations. Al Meera upholds the highest standards for quality and service at its stores, bringing to its shelves fresh goods that are both local and international as well as reasonably priced daily essentials. On 24 October 2022, the business stated Al Meera Consumer Goods Company (Q.P.S.C.) has announced the opening of three additional "MAAR by Al Meera" locations at Al Aziziyah metro station, Al Doha Al Jadeeda metro station, and Al Wakrah metro station as part of its commitment to providing convenient access to shopping and seamless services to its customers as the FIFA World Cup Qatar 2022 countdown approaches.

Al Meera's USP is that it is the biggest retail chain in Qatar and a Mass Grocery Retailer (MGR) with 54 locations, and it constantly works to modernize and enhance its stores. The mission statement of Al Meera reads, "to bring our customers the highest quality products in a friendly environment, guided by integrity".

Revenue :

QR 2.1 billion - FY ending December 2021 (y-o-y decline 20.1%)

QR 3.4 billion - FY ending March 2020

SWOT Analysis :

The SWOT Analysis for Al Meera is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Largest Supermarket chain in Qatar 2.Strong balance sheet and consistent shareholder returns 3.Strong tie-ups and partnerships 4.Focused on sustainability and environmental stewardship 	<ol style="list-style-type: none"> 1.Highly restricted to Middle-East
Opportunities	Threats
<ol style="list-style-type: none"> 1.First mover advantage in checkout-free stores in Qatar 2.Al Meera has become a pioneer in digital transformation after forging partnerships with TSC and SAP 3.Qatar economy is showing positive signs of growth 4.Acquisition for the extension of branches 5.Partnerships with the municipalities 	<ol style="list-style-type: none"> 1.A rise in inflation hampers consumer spending 2.A rise in non-discriminatory minimum wage in Qatar cuts profits in the labour-intensive retail sector

PESTLE Analysis :

The PESTLE Analysis for Al Meera is given below:

<p style="text-align: center;">Political</p> <p>1.Al Meera is governed by the Qatari Commercial Law and Memorandum of Association under the Ministry of Commerce and Industry</p> <p>2.Blockade on Qatar made it more independent and resilient</p> <p>3.The retail market of Oman is highly regulated limiting retailer pricing power</p>	<p style="text-align: center;">Economical</p> <p>1.Rise in global inflation and a subsequent rise in consumer goods' prices in Qatar</p>
<p style="text-align: center;">Social</p> <p>1.Post COVID-19, social media is significantly influencing purchasing decisions</p>	<p style="text-align: center;">Technological</p> <p>1.Rise in digital payments in Qatar and Oman</p> <p>2.Rapid growth in Oman's ecommerce sector is a big opportunity for Al Meera online</p>
<p style="text-align: center;">Legal</p> <p>1.Qatar levies heavy penalty for selling goods that violate Islamic values</p>	<p style="text-align: center;">Environmental</p> <p>1.Commitment to sustainability as part of ESG practices</p>

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