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KINGFISHER PLC SWOT & PESTLE ANALYSIS

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Company Name : Kingfisher plc

Company Sector : Home Improvement

Operating Geography : United Kingdom, Europe, Global

About the Company :

Kingfisher is a British multinational retail company that specializes in home improvement. It is one of the largest home improvement retailers in the world. Kingfisher was founded in 1982 and is headquartered in London, United Kingdom. It has a presence in multiple countries across Europe and operates over 1,900 stores. The company offers a wide range of products for home improvement and maintenance, including tools, building materials, home furnishings, and garden supplies. Kingfisher's retail brands cater to different customer segments and needs. B&Q is a leading DIY and home improvement retailer in the UK and Ireland, offering products ranging from building materials and tools to garden supplies and home decor. Castorama and Brico Dépôt operate in France, providing a similar range of products for DIY enthusiasts and professionals. They provide a variety of home improvement products and services, including building materials, tools, electrical and plumbing supplies, and kitchen and bathroom fittings. Screwfix is a leading trade retailer in the UK, serving the needs of trade professionals with an extensive range of products and convenient services. As of 2023, Kingfisher plc employs over 80,000 people.

The USP of Kingfisher is that with a presence in several countries, including the UK, France, Poland, Russia, and Spain, Kingfisher is one of the largest home improvement retailers in Europe.

Revenue :

13,059 million - FY ending 31st January 2023 (y-o-y growth -0.94%)

13,183 million - FY ending 31st January 2022

SWOT Analysis :

The SWOT Analysis for Kingfisher plc is given below:

Strengths	Weaknesses
1.Strong presence in Europe with over 1,900 stores. 2.3 out of 6 of its retail banners are market leaders whereas Brico Depot is the discount leader. 3.25+ differentiated OEBs, accounting for 45% of total sales. 4.Strong record of strategic partnerships to enhance technological capabilities & responsible business practices. 5.Efficient supply chain management, ensuring optimal product availability & inventory control	1.Heavily dependent on the UK & France markets, accounting for nearly 50% & 35% of its total sales. 2.Experienced high profit fluctuations in the past 5 years.
Opportunities	Threats
1.Expansion into new markets, especially in Asia & North America. 2.Increase online sales, currently at 16.3% of total sales, by investing in digital capabilities. 3.Expansion of existing sustainable product line viz., energy & water-saving products.	1.Intense competition from both traditional store-based & pure-play online retailers. 2.Significant supply chain disruptions can lead to decreased product availability, impacting finances & reputation.

PESTLE Analysis :

The PESTLE Analysis for Kingfisher plc is given below:

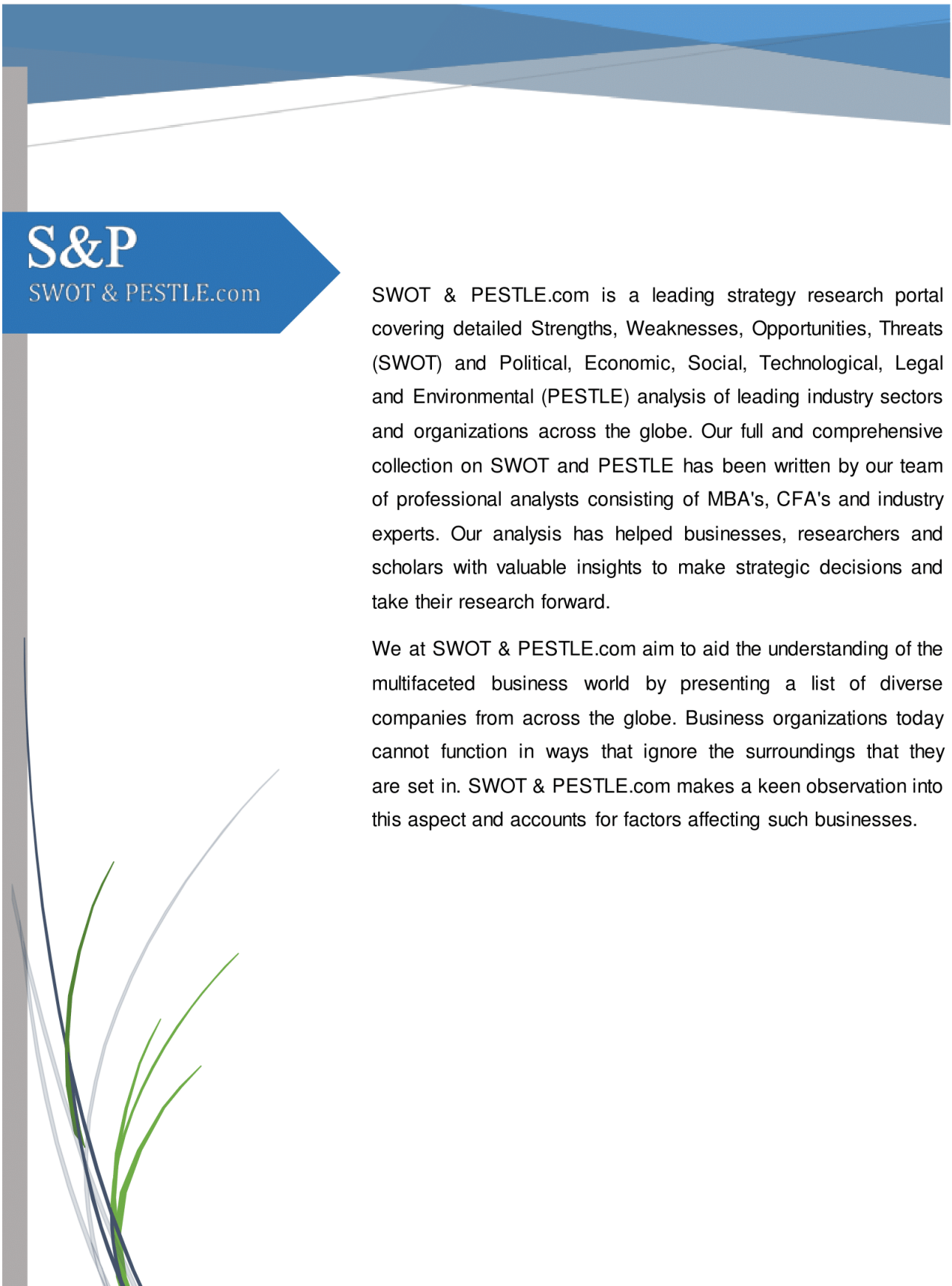
Political	Economical
1.Implementation of the Brexit Freedoms Bill leads to high labor costs impacting profitability.	1.COVID-19 lockdowns & the war in Ukraine impacted energy prices resulting in transition towards renewable energy sources. 2.Rising UK inflation may hinder business investments & impede overall growth prospects
Social	Technological
1.Remote working policies driving home improvement focus & spending, leading to increased sales. 2.Emergence of young DIYers during the pandemic helps in diversifying the customer base.	1.Increasing adoption of smart home technology boosts demand for connected devices & automation. 2.E-commerce trend's rapid growth in the past 2 years opens significant opportunities for online sales expansion.
Legal	Environmental
1.EU's forthcoming EUDR pressures timber operators, potentially impacting Business Forest Positive Strategy.	1.Aims 60% sales from SHP by FY 2025/26, supporting UN's goal to limit global warming to

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