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WESFARMERS SWOT & PESTLE ANALYSIS

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Company Name : Wesfarmers

Company Sector : Diversified

Operating Geography : Australia, New Zealand, Global

About the Company :

Wesfarmers is a prominent Australian company previously known as Western Australian Farmers' Cooperative. The company was established in 1914 as a farmers' cooperative and is headquartered in Western Australia. It began due to a demand amongst rural worker unions for lesser working hours and better pay. From a cooperative, Wesfarmers grew into one of the largest companies in Australia. It has business interests in diversified sectors which include food, liquor, home improvement, office supplies, convenience retail, apparel, coal mining, Fertilizer and industrial safety products. As of early 2023, Wesfarmers employed over 114,000 people. Wesfarmers won the annual Data Drivers Awards for Asia Pacific, the premier data awards that honour Snowflake customers leading their organisations and transforming their industries with the Data Cloud.

The USP of Wesfarmers is that it is one of the biggest companies in Australia. Wesfarmers mission is to 'engaging fairly with our suppliers, and sourcing ethically and sustainably; supporting the communities in which we operate; taking care of the environment; and. acting with integrity and honesty in all of our dealings.'

Revenue :

\$25.23 Billion – FY ending June 30th 2022

\$25.39 Billion – FY ending June 30th 2021

SWOT Analysis :

The SWOT Analysis for Wesfarmers is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Biggest player in the Private sector in Australia and New Zealand 2.Extensive network of stores to tap markets throughout the country. 3.Sustainable business with greater importance given to community building. 4.Strong governing body of the company 	<ul style="list-style-type: none"> 1.All the business interests are not equally profitable. 2.Highly dependent on local suppliers
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growth in the online segment. 2.Bunnings And Officeworks Drive Strong Sales And EBIT 3.Lookout to diversify into new sectors. 4.Reduction in consumption of energy to reduce costs and carbon footprint. 5.Australia could grab 20% of the world's lithium refining by 2027 	<ul style="list-style-type: none"> 1.Extensive competition in retail segment 2.Non-performers in a diversified portfolio 3.COVID-led supply chain disruption is impacting operations

PESTLE Analysis :

The PESTLE Analysis for Wesfarmers is given below:

Political	Economical
1.Restrictive trading hours due to political influences 2.Planning, zoning and retail tenancy leases	1.Rising cost-of-living crisis impacting business 2.Higher wage costs in comparison to global market 3.Increased strength of Australian and New Zealand dollars 4.Higher interest rates and a slowdown in the Australian housing market.
Social	Technological
1.Increasing participation of women in the workforce.	1.Increased online shopping through mobiles and other net devices. 2.Use of technology to predict customer preferences and reduce business costs. 3.Technology enabled value added services
Legal	Environmental
1.Wesfarmers admitted underpayment of Target staff by \$9 million	1.Firms need to report their emissions under NGER Reporting act. 2.Recycling and waste initiatives

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