

---

# S&P TEST

SWOT & PESTLE.com

---

## WOOLWORTHS LIMITED SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** Woolworths Limited

**Company Sector :** Retail, Diversified

**Operating Geography :** New Zealand, Australia, Global

**About the Company :**

Woolworths, founded in 1924 and also known as 'Woolies' is the largest Supermarket chain in Australia. It is owned by Woolworths Limited. It began operating fresh food stores 60 years ago with advances in refrigeration technology and revolutionized transport and storage. Woolworths Group has diversified into several products and services, food and liquor retail being the prime focus followed by fuel, insurance sector, etc. and has over 197,700 employees as of FY23. Woolworths sells magazines, DVDs, health and beauty products, household products, pet and baby supplies, and stationery in addition to groceries (vegetables, fruit, meat, packaged foods, and so on). Woolworths Online (formerly HomeShop) is a supermarket's "click and collect" and home delivery service. Woolworths won Best Sustainable Display at the annual Creative Retail Awards in London for the 'Magical botanical gifting window: plastic waste' Christmas 2018 window displays. The first Mini Woolies were introduced in 2018 at St Edmund's College in Castle Hill, with 12 locations, and Woolworths announced in May 2022 that a further 25 would be available nationwide by June 2023.

The USP of Woolworths is that it is Australia's biggest supermarket chain. Woolworths' mission is "to deliver the best in convenience, value and quality for our customers".

**Revenue :**

A\$ 60.8 billion – FY ending June 26th 2022 (y-o-y growth 9.2%)

A\$ 55.7 billion – FY ending June 27th 2021

**SWOT Analysis :**

The SWOT Analysis for Woolworths Limited is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. One of the oldest and well-known retail brands in Australia</li> <li>2. Large number of supermarkets and a huge market share</li> <li>3. Broad range of products and services</li> <li>4. Good amalgamation of online and brick and mortar-based sales channel</li> <li>5. Strong commitment to environment and sustainability</li> </ul>	<ul style="list-style-type: none"> <li>1. Low presence across the globe</li> <li>2. Woolworths' dominant position has led to troubled supplier relations</li> <li>3. Slammed for ridiculous packaging practices</li> <li>4. Frequent recalls dent brand loyalty</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Huge retail market in emerging economies</li> <li>2. Leveraging big data analytics for efficiency and enhanced experience</li> <li>3. Booming e-commerce market and online sales</li> <li>4. Expansion into new popular healthcare service</li> <li>5. Retail expansion through new supply chain facilities</li> </ul>	<ul style="list-style-type: none"> <li>1. Discounting wars with Coles</li> <li>2. Aldi's aggressive expansion to be followed by other players</li> <li>3. Increasing instances of data-breaches</li> <li>4. Collapse of Australia's largest cold-chain refrigeration transport company will impact supply chain</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Woolworths Limited is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Political pressure against the duopolistic nature of the retail market</li> <li>2.Impact of Russia-Ukraine war on retailers</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Inflation driving shift-away from dining</li> <li>2.Easing regulations in retail paving way for new entrants</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Poor relationships with suppliers leading to change in business culture</li> <li>2.Growing demand for transparent and convenient shopping experiences</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Implementation of SAP-based merchandising system to improve efficiency</li> <li>2.Embracing data-driven retail for improved decision making and enhanced shopping experiences</li> <li>3.Leveraging AI for dynamic aisle optimisation</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Involvement in lawsuits and litigations</li> <li>2.Legal action over underpayment of workers</li> <li>3.Criticism over the Privacy Act</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Investments in energy efficiency and carbon initiatives</li> <li>2.Corporate giants push for fuel efficiency standards and EV uptake in Australia</li> <li>3. Phase-out of in-store plastic shopping bags</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Woolworths Limited** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)