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## STEINHOFF INTERNATIONAL SWOT & PESTLE ANALYSIS

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**Company Name :** Steinhoff International

**Company Sector :** Retail

**Operating Geography :** Africa

**About the Company :** Steinhoff International is a South African international retail holding company which was founded in 1964 by Bruno Steinhoff in Westerstede, Germany. It has its presence in 4 continents in Africa, Europe, North America and Asia Pacific and over 30 countries. It operates through Retail, Manufacturing, Sourcing, Logistics and Corporate Services. Steinhoff has approximately 12,000 retail outlets, 26 manufacturing facilities and approximately 130,000 employees as of 2018. It follows a strong and efficient business model where it sources and manufactures products at low cost and then distributes it to the customers through its extensive retail footprint. This has marked its growth. Its business office is located in Stellenbosch, Western Cape in South Africa with headquarters at Amsterdam, Netherlands. Its business model is “Our business model is to be a low-cost producer and distributor of furniture. Our marketing thrust is global, catering for the mass middle market,”

Steinhoff’s mission is to give customers the opportunity to buy products that will add value to their lifestyle at prices they can afford. The group’s strategic focus is to strengthen its position as a global leader, supporting its brands to be the number one or two retailers in the markets they serve. Steinhoff Africa Retail’s vision for the consumer is “Provide everyday products at affordable prices at customers’ convenience”.

**Revenue :**

13.42 billion – FY ending Sep 2016

FY 17 revenue figures not release due to ongoing investigation.

**SWOT Analysis :**

The SWOT Analysis for Steinhoff International is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Well established Supply Chain in place</li> <li>2. Decentralized vertically integrated business model</li> <li>3. Substantial Strategic Investments to Drive Growth</li> <li>4. Preserve brand equity by keeping retail brands local</li> </ul>	<ul style="list-style-type: none"> <li>1. Stagnant automotive revenues</li> <li>2. Accounting irregularities and fraud investigations</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Potential in Emerging Markets</li> <li>2. Predictive analytics for personalization</li> <li>3. Growing purchasing power in Europe</li> </ul>	<ul style="list-style-type: none"> <li>1. Global and regional competitors</li> <li>2. Technological advancements by competitors</li> <li>3. Cheaper Chinese goods pressurizing margins</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Steinhoff International is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Uncertain political climate</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Sharp fluctuations in currency markets 2.Low business confidence in South Africa</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Jobs losses in South Africa 2.Growing purchasing power in Europe</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Digital advancements in retail sector 2.Mobile shopping growth 3.Predictive analytics for personalisation</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Lawsuits in four countries over accounting scandal 2.ECB's share in Steinhoff bonds</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Address climate change within the value chain</p>

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



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