



University of Wales
Trinity Saint David

Marketing Management Assessment 2

The Marketing SWOT, PESTAL and 4Ps analysis of Associated British foods plc

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Abstract

Organizations should adjust to changing patterns and advances in their surroundings to stay effective. Thus, it is to the greatest advantage of organizations to screen their showcasing surroundings to adapt to any potential market hazards and to hold onto any accessible conceivable outcomes. This section analyzes the PESTEL investigation study, which gives broad detail on functional issues, the SWOT investigation, which supports the revelation of components that might have an effect, and an assessment of the four parts of the promoting blend, just as recommended methods, which gives knowledge into how the organization can accomplish its showcasing objectives

Table of Contents

Abstract	2
Introduction	4
SWOT Analysis	5
Strength	5
Weakness	5
Opportunities	6
Threats	6
PESTEL analyses	6
Political factors	7
Economic	8
Socio factor	8
Technological factor	9
Environmental factor	9
Legal factor	10
STP Analysis of ABF	10
The marketing mix (4ps)	12
Product	12
Price	12
Place	13
Promotions	13
Conclusion	14
References	15

Introduction

Associated British foods plc is a company based in the United Kingdom. The SWOT examination system for assessing an organization's current assets, abilities, lacks, market possibilities, and dangers. It's a structure for evaluating an association, a technique, a business, or some other endeavor. Pestel investigation is an essential procedure for breaking down an association's large-scale climate. Pestel represents political, monetary, social, innovative, natural, and lawful components that influence related British food sources plc's large-scale climate. Changes in macro-environmental variables can have a direct influence on ABF and other businesses in the food & beverage industry. the pestle study gives extensive depth regarding the operating issues ABF will encounter in the current macro context. For example, an industry might be extremely profitable and have a great development trajectory, but it won't help ABF if it is in the UK.

Associated British foods plc swot analysis

It is a practical tool widely used in many strategic planning and management companies. It is viably utilized in creating plans for the organization to remain cutthroat on the lookout. This is a fundamental however successful technique for assisting organizations with surveying current market assets, openings, inadequacies, and openings and dangers. It is an essential arranging structure for assessing an association, methodology, business or other undertaking. It helps with deciding the authoritative and ecological angles that might impact the last decision (Fern Fort University, 2021).

Before drafting any business plan, it is necessary to assess an organization's position in the market in comparison to its rivals, as well as the primary elements impacting competitiveness. Inward aspect involves all perspectives that might affect the association, like qualities and shortcomings, while outside aspect incorporates everything that might affect the association.

The solid and powerless parts of an organization are distinguished by surveying the elements inside the climate, while the chances and dangers are found by concentrating on the components outside the climate in a swot examination. Swot permits an association's assets and abilities to be contrasted with the serious climate wherein it works. Swot analysis of ABF structure it is necessary to comprehend each

aspect of swot, i.e., Strength, weakness, opportunities, and threats, to carry out the analysis.

SWOT Analysis



Strength

- **Brand image:** associated British foods ltd is a multinational corporation with a strong brand image across the world.
- **Strong financial condition:** as can be seen, the company's financial position has improved significantly over the previous year.
- **High investment for sustainable growth:** the firm is investing heavily to maintain or sustain ongoing growth.
- **Strong trading progressions:** the company is performing well in the textile retail area. Associated British foods is also involved with Primark in the retail industry. Primark is well-known all over the world and offers a large range of products, including clothing, shoes, and other accessories (ABF Corporate, 2021). Primark is a huge success. Primark was the most popular apparel chain due to its low prices, which resulted in increased sales.

Weakness

- **Lack of control:** because it is a worldwide firm, the company's primary flaw is that it has very little control.
- **Suppliers:** suppliers are a business's vulnerability because if the relationship with them isn't solid, they may fail to deliver high-quality items, resulting in a

loss for the firm. As a result, they must deliver goods or services at the appropriate time, at the appropriate location, and in the appropriate amount.

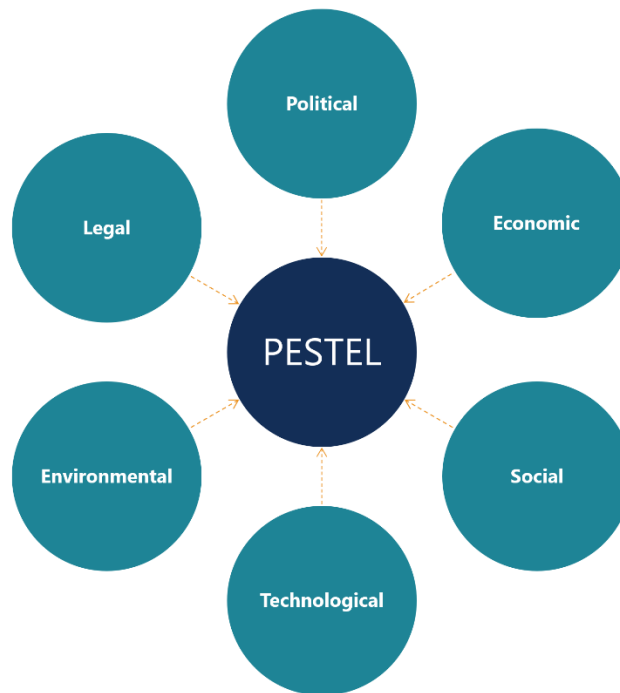
Opportunities

- **Emergenced in new market:** because the company's financial situation is solid and it is growing at a steady rate, it may enter new markets to meet the requirements and wishes of consumers.
- **Promotional activities:** to advertise its products, the organization should engage in promotional activities. If a company promotes their product in the market, it will raise brand recognition, and customers will be aware of new items on the market, increasing demand.
- **Market leadership:** their firm had a chance to take a significant market leadership position.

Threats

- **Rivals:** because there are so many competitors in the market, they may sell the same or similar items at various prices.
- **Replacement products:** because there are so many buyers and sellers in the market, many vendors would supply substitute products at a lower price to attract clients, posing a danger to another company (ABF Corporate, 2021).
- **Change in taste and preferences:** consumers' and customers' tastes and preferences are always evolving. Customers' demands and desires are unpredictably variable.

PESTEL analyses



Factors	Favourable / unfavourable (Fern Fort University, 2021)
Political	Favourable
Economic	Favourable
Social	Favourable
Technical	Unfavourable
Environmental	Favourable
Legal	Unfavourable

Political factors

- **Government stability** also draws investors for enterprises and corporations like associated British foods plc, resulting in infrastructural expansion and development while also improving the country's international image. ABF may readily expand thanks to favorable tax regulations.

ABF will also be able to preserve its competitiveness by reducing its operating expenses thanks to government subsidies and advantageous tax rates (247caseanalysis, 2021).

- **Desirable tax policies** that encourage company growth and development would help companies like associated British foods plc to expand, adding to the

country's economic worth. Associated British foods can benefit from trade blocks.

Economic

➤ Inflation rate

A discounted expansion rate will bring about a critical ascent in extra cash, which may support rivalry, especially through evaluating strategies that could prompt untrustworthy value wars. A more noteworthy expansion rate would bring about diminished extra cash and, accordingly, more unfortunate generally development, hurting ventures and organizations just as bringing down purchaser certainty.

➤ Unemployment trends

Higher joblessness rates may likewise be an indication of an abilities and information hole in the work power, which would influence shoppers by raising item costs. At the point when work is imported from different hotspots for business, the higher estimating will be connected with an ascent in the expense of carrying on with work.

Socio factor

➤ Demographics

A greater extent of the more youthful populace is profitable to related British food sources plc since it furnishes the firm with a more extensive buyer base (Essay48, 2021). A more young people will in like manner give more qualified and showed workers and HR to the association, growing, and broadening the capacity pool.

➤ Education

A populace with a more prominent degree of training is wanted for an assortment of reasons. Buyers who have a more noteworthy level of mindfulness are bound to lean toward quality and know about what the item guarantees and gives. Related British food sources plc will have an edge indeed in view of their attention on quality.

➤ Health consciousness

Associated British food varieties plc has included wellbeing parts into its promoting and has likewise added wellbeing elements to its products. Because of the uplifted wellbeing mindfulness, the organization has shaped associations and embraced

vehicle endeavours that emphasis on physical, yet in addition mental and passionate wellbeing and health.

Technological factor

➤ Technological infrastructure

As far as innovation, the nation has a powerful foundation. The pace of specialized advancement and headway is very fast. Related British food sources plc, for instance, is progressively accepting innovation headways and development to further develop organization effectiveness and affectivity.

All areas have a high speed of advancement, which makes firms like related British food varieties plc both serious and moderate. Further developed specialized foundation likewise supports the fascination of unfamiliar direct speculation, which prompts proceeded with development and progress.

➤ Internet penetration

The unprecedented penetration of the web is utilized for individual and public movement similarly as master responsibilities. The extended web usage exhibits a moderate and educated individuals, which is advantageous to related British food assortments plc. The association has had the choice to additionally foster its quality and organization while furthermore dazzling in fundamental trades and displaying works out.

➤ Use of social media

The web-based media scene in the up has become progressively soaked, with organizations utilizing them to gather buyer information and collaborate with purchasers. Related British food varieties plc, for instance, has started to involve web-based media for selecting reasons, featuring the moving inclinations in the corporate area about online media.

Environmental factor

➤ Recycling

Associated British foods plc has established designated facilities for the disposal of recyclable materials (Essay48, 2021). The organization is sending off another scope of reused things for purchasers to appreciate. Shoppers are turning out to be more

mindful of the need of reusing and are requesting that things be discarded in harmless to the ecosystem ways.

➤ **Renewable energy investments**

Sun oriented energy and hydroplanes are progressively being utilized by related British food varieties plc and other industry members for activity the board and business exercises. The organization works a limited scale organization controlled hydro plant to help with modern exercises. This is being done to bring down the market's natural engraving just as the carbon impact.

Legal factor

➤ **Health and safety law**

Related British food varieties plc places an extraordinary worth on its workers' security and wellbeing and is continually endeavouring to improve it. Worker wellbeing and security are completely directed in the working environment, and associations lead regular reviews of undertakings to guarantee that security nets, drills, and other safeguard measures are set up.

➤ **Employment laws**

Employability contracts ensure that all parties involved have a good relationship and that there are no misunderstandings or collusions. Associated British foods plc follows labor rules and informs its employees about them throughout the hiring process. It also holds workshops and training sessions for workers to engage them and educate them on employment regulations and other legal requirements.

STP Analysis of ABF

Segmentation-

The advancement of Associated British Foods Plc Marketing Strategy requires distinguishing division premise to comprehend the particular purchasing conduct of clients. The requirements, assumptions and purchasing conduct of clients are heterogeneous and rely upon diverse variables like- Age, Gender, Salary and Standards etc.

Market division studies are a standard method of social occasion client explicit information that can be utilized to build up bunches with comparable attributes (Market Research, 2021).

Target

The details on the list below are required to assess each segment's potential and commercial attractiveness.

- Size of the market should be adequate to warrant division. It is conceivable that assuming the market is minuscule, it will turn out to be significantly more modest.
- Contrast: There should be perceptible contrasts between sections.
- Cash: Expected profit should be more prominent than the expenses of new advertising procedures and different changes.
- Open: Your staff should have the option to get to each fragment, and the section should have the option to get advertising correspondences.
- Focus on the accompanying benefits: Benefits should be shifted for different sections.

Positioning

Associated British Foods Plc must now establish a clear positioning statement that will help customers get a good impression of the given product. Developing ABF positing by answer the following questions to create a positioning statement:

- What does your company stand for?
- What are your target market's demands and desires?
- What role does your brand play in meeting those needs?

The answers to these questions will provide sufficient data to create a positioning statement (MBA Skool Team, 2020).

- The possible areas that might be addressed with a focused positioning message will be revealed by comparing their communication and messaging strategy to those of rivals.
- Compare your company's strengths and shortcomings to rivals to identify holes that your product can fill.
- Analyse rival positioning and assess your own market position.
- Develop a positioning statement utilising analytical data from a various market, customer, and competition surveys, and verify its impact on a regular basis by gathering qualitative and quantitative data.

- Make any required revisions to the brand positioning based on the test results.

The marketing mix (4ps)

Product

Customers are prepared to pay a greater price for its items since they are believed to be of higher quality than those of rivals (EMBA Pro., 2021). Its goods are well-known for their classic design, which is equally functional for clients. Customers are provided several characteristics that competitors do not offer, making products very distinctive.

Recommended Product Strategy

The company should provide additional benefits to customers who buy its products, such as warranties, delivery and credit, after-sales service, and hotline services, among other things. It should find market opportunities and create new goods that take advantage of those opportunities. Its packaging must also be visually appealing for buyers to be drawn to it.

Price

Because delivery expenses are included in the price of the goods, it charges a higher price for the things it sells online. It also employs product bundle pricing, in which things are packaged together and offered at a cheaper price than the sum of their component prices (Investopedia, 2021). Members of the channel, such as retailers and wholesalers, purchase the goods at a reduced cost and profit from their own margins.

Recommended Price Strategy

You should implement discounts and allowances, in which prices are reduced for a limited time to attract customers and acquire market share. You could employ psychological pricing, which involves pricing things so that they appear to be cheaper. New items should be introduced using a price penetration strategy, where the company gives a lower initial price than rivals.

Place

The firm has created an omni-channel distribution strategy that combines its online and physical stores to provide customers with convenient access to its items. It has a comprehensive marketing plan that include placing its items in as many stores as feasible (EMBA Pro., 2021). To ensure timely deliveries, has worked with several delivery service partners to manage its online operations.

Recommended Place Strategy

The firm should concentrate on making its internet website more user-friendly and simpler to use. It should also build a shop on social media, where it may sell its items as well as make social media updates. These big-box stores have risen in popularity in recent years, attracting a great number of customers. This would assure that the company's revenues rise.

Promotions

Due of its enormous month to month use, it advances on an assortment of online media channels, with a focus on YouTube, Facebook, and Twitter (EMBA Pro., 2021). On these destinations, it has north of a hundred thousand preferences or client supporters, who are presented to frequently refreshed substance put together by its buyers. It additionally utilizes an assortment of deals advancements consistently, remembering investment for various career expos and occasions.

Recommended Promotions Strategy

A corporation should recruit social media influencers such as bloggers or well-known TV/movie stars and use them in its marketing. Begin gathering data on consumers and sending them messages through email or SMS, which will lead to them making repeat purchases. Create social media postings that are more relevant to the target audience and include the most recent social media trends, such as hashtags and memes.

Conclusion

Associated British foods is an famous worldwide and the association financial position is unnecessarily extraordinary yet to improve or augment in bargains turnover the association should do genuine arrangement and controlling. Related British food sources is the greatest association who purchase things from farmers and thusly they supply them things and organizations associated with developing, for instance, pesticides, animal feed, etc. Retail area isn't running at solid level so they should make some move. ABF plc can likewise protect its intensity by decreasing its working costs on account of government sponsorships and profitable duty rates. Shopper buying patterns are urgent to the accomplishment of firms like Patagonia gold plc and related British food sources plc. Related British food sources plc, for instance, has started to involve web-based media for selecting reasons, featuring the moving inclinations in the corporate area about web-based media.

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