

Bacardi Limited – SWOT Framework Analysis

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Abstracts

Being one of the biggest wine and spirits company in the world, Bacardi has a portfolio that includes more than 200 brands and labels. Some of the most famous brands of the company include:

Bacardi Rum

Dewar's Blended Scotch Whisky

Bombay Sapphire Gin

Grey Goose vodka.

Cazadores Tequila

Eristoff Vodka

Martini Vermouth

Martini Sparkling Wines

With the increasing cost of labor combined with dwindling consumer confidence, Bacardi is facing a hard time. These factors could even cause Bacardi to lose its market share in the coming years.

The company's latest financials are:

Revenues of \$4,394 million in FY 2009

Operating profit was \$1,030 million

Net profit was \$805.1 million

A SWOT Analysis is a strategic planning tool used to evaluate:

Strengths

Weaknesses

Opportunities

Threats

involved in a project or in a business venture. It involves identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

Bacardi operates in the global spirits industry – the market having witnessed steady growth since 2005 to 2009. Due to the many acquisitions undertaken by Pernod Ricard, Bacardi faces a lot of competition from the company along with Diageo and United Spirits. These three companies – Pernod Ricard, Diageo, and United Spirits – hold the major market share.

It is in this competitive industry scenario that Aruvian's R'search performs a SWOT Framework Analysis on Bacardi. The report includes the following:

Business segment analysis of Bacardi Limited

Major products & services of Bacardi Limited

Profile of the industry Bacardi Limited operates in

Profile of its major competitors – Diageo plc, Fortune Brands, Inc., and Pernod Ricard

SWOT Analysis of Bacardi Limited

Future Perspective of Bacardi Limited

Aruvian's R'search's report Bacardi Limited – SWOT Framework Analysis has a broad ranging content suitable for industry experts as well as logically initiating the industry beginners.

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