

## FIGURE 2-5 Ben & Jerry's: a SWOT analysis to get it growing again

Location of Factor	TYPE OF FACTOR	
	Favorable	Unfavorable
Internal	<p><b>Strengths</b></p> <ul style="list-style-type: none"> <li>• Prestigious, well-known brand name among U.S. consumers</li> <li>• 40 percent share of the U.S. super premium ice cream market</li> <li>• Can complement Unilever's existing ice cream brands</li> <li>• Widely recognized for its social responsibility actions</li> </ul>	<p><b>Weaknesses</b></p> <ul style="list-style-type: none"> <li>• Danger that B&amp;J's social responsibility actions may add costs, reduce focus on core business</li> <li>• Need for experienced managers to help growth</li> <li>• Flat sales and profits in recent years</li> </ul>
External	<p><b>Opportunities</b></p> <ul style="list-style-type: none"> <li>• Growing demand for quality ice cream in overseas markets</li> <li>• Increasing U.S. demand for frozen yogurt and other low-fat desserts</li> <li>• Success of many U.S. firms in extending successful brand in one product category to others</li> </ul>	<p><b>Threats</b></p> <ul style="list-style-type: none"> <li>• Consumer concern with fatty desserts; B&amp;J customers are the type who read new government-ordered nutritional labels</li> <li>• Competes with giant Pillsbury and its Haagen-Dazs brand</li> <li>• International downturns increase the risks for B&amp;J in European and Asian markets</li> </ul>

# Ben Jerry S Swot Analysis Wordpress

**Businessnews Publishing**



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International School of Management Dortmund San Diego USA course Strategic Management language English abstract Ben and Jerry s is one of the best known super premium ice cream manufactures in the United States In 1998 Ben and Jerry s expanded its business to Japan the second largest ice cream market in the world It was a significant step in the company s history and strategic orientation In the beginning they had to face several problems which had to be solved before entering the market This planning phase took from 1994 to 1996 followed by a test market phase in 1997 One of the mayor problems was to find a partner who could provide an adequate distribution network Ben and Jerry s finally decided to enter the market with the help of Seven Eleven Japan Co Ltd which is a franchise convenience store chain of about 8 000 stores in Japan This made it possible for Ben and Jerry s to offer their ice cream to a lot of people without building up their own distribution network The company could also make use of the experience of Seven Eleven who obviously can better assess the Japanese s need and habits In 2000 Ben and Jerry s was acquired by Unilever a multinational food and personal products company This acquisition gives Ben and Jerry s the possibility of using the existing distribution channels and reduce the dependency on other companies Also with Unilever as its parent company the company has a new financial strength which allows them to expand marketing strategies and research and development Based on the following analysis Ben and Jerry s is very good positioned in the markets they are competing in The company uses its strengths and the opportunities in order to fight against potential threats and weaknesses they face due to the lack of huge market share

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