**📄 SWOT Analysis**

**Strengths**

* Wide range of product categories across different customer needs.
* Established customer base with multiple branches.
* Strong revenue from high-value bulk buyers (Cluster 2).
* Positive customer ratings indicating overall satisfaction.

**Weaknesses**

* Thin margins on budget shoppers (Cluster 1).
* Dependence on in-store purchases rather than digital channels.
* Slightly lower satisfaction among premium bulk buyers (Cluster 2).
* Limited customer loyalty program presence.

**Opportunities**

* Introduce loyalty programs and tiered memberships.
* Expand into online delivery/e-commerce platforms.
* Upsell premium customers with cross-category bundles.
* Target price-sensitive customers with digital coupons and festive offers.

**Threats**

* Growing competition from online grocery platforms.
* Price wars in the supermarket industry reducing profitability.
* Economic slowdown or inflation affecting customer spending.
* Supply chain disruptions impacting product availability.

**📄 PESTLE Analysis**

**Political**

* Government policies on retail and GST regulations.
* FDI policies influencing competition in retail.

**Economic**

* Rising disposable income in urban areas.
* Inflation and economic cycles affecting purchase behavior.

**Social**

* Lifestyle shifts towards convenience shopping.
* Increasing health-conscious and sustainable buying trends.

**Technological**

* Growth of e-commerce and mobile shopping apps.
* Use of AI-driven recommendations and digital payments.

**Legal**

* Compliance with consumer protection laws.
* Taxation and data privacy regulations.

**Environmental**

* Growing demand for eco-friendly packaging.
* Sustainability initiatives in retail operations.