**APTARA**

**PESTLE ANALYSIS**

Ienergizer Ld PESTEL analysis is a strategic tool to analyze the macro environment of the organization. PESTEL stands for - Political, Economic, Social, Technological, Environmental & Legal factors that impact the macro environment of Ienergizer Ld. Changes in the macro-environment factors can have a direct impact on not only the Ienergizer Ld but also can impact other players in Industrial Goods & Services. The macro-environment factors can impact the [**Porter Five Forces**](http://fernfortuniversity.com/term-papers/latest/porter-5-forces.php) that shape strategy and competitive landscape. They can impact an individual firm’s competitive advantage or overall profitability levels of the Industrials industry. PESTEL analysis provides great detail about the operating challenges Ienergizer Ld will face in prevalent macro environment other than competitive forces. For example, an Industry may be highly profitable with a strong growth trajectory but it won't be any good for Ienergizer Ld if it is situated in unstable political environment.

**POLITICAL FACTORS:**

Political factors play a significant role in determining the factors that can impact Ienergizer Ld's long-term profitability in a certain country or market. Ienergizer Ld is operating in Industrial Goods & Services in more than dozen countries and expose itself to different types of political environment and political system risks. The achieve success in such a dynamic Industrial Goods & Services industry across various countries is to diversify the systematic risks of political environment. Ienergizer Ld can closely analyze the following factors before entering or investing in a certain market-

* Political stability and importance of Industrial Goods & Services sector in the country's economy.
* Risk of military invasion
* Level of corruption - especially levels of Regulation in Industrials sector.
* Bureaucracy and interference in Industrial Goods & Services industry by government.
* Legal framework for contract enforcement
* Intellectual property protection
* Trade regulations & tariffs related to Industrials
* Favored trading partners
* Anti-trust laws related to Industrial Goods & Services
* Pricing regulations – Are there any pricing regulatory mechanism for Industrials
* Taxation - tax rates and incentives
* Wage legislation - minimum wage and overtime
* Work week regulations in Industrial Goods & Services
* Mandatory employee benefits
* Industrial safety regulations in the Industrials sector.
* Product labelling and other requirements in Industrial Goods & Services

ECONOMIC FACTORS

The Macro environment factors such as – inflation rate, savings rate, interest rate, foreign exchange rate and economic cycle determine the aggregate demand and aggregate investment in an economy. While micro environment factors such as competition norms impact the competitive advantage of the firm. Ienergizer Ld can use country’s economic factor such as growth rate, inflation & industry’s economic indicators such as Industrial Goods & Services industry growth rate, consumer spending etc to forecast the growth trajectory of not only --sectoryname-- sector but also that of the organization. Economic factors that Ienergizer Ld should consider while conducting PESTEL analysis are -

* Type of economic system in countries of operation – what type of economic system there is and how stable it is.
* Government intervention in the free market and related Industrials
* Exchange rates & stability of host country currency.
* Efficiency of financial markets – Does Ienergizer Ld needs to raise capital in local market?
* Infrastructure quality in Industrial Goods & Services industry
* Comparative advantages of host country and Industrials sector in the particular country.
* Skill level of workforce in Industrial Goods & Services industry.
* Education level in the economy
* Labor costs and productivity in the economy
* Business cycle stage (e.g. prosperity, recession, recovery)
* Economic growth rate
* Discretionary income
* Unemployment rate
* Inflation rate
* Interest rates

SOCIAL FACTORS

Society’s culture and way of doing things impact the culture of an organization in an environment. Shared beliefs and attitudes of the population play a great role in how marketers at Ienergizer Ld will understand the customers of a given market and how they design the marketing message for Industrial Goods & Services industry consumers. Social factors that leadership of Ienergizer Ld should analyze for PESTEL analysis are -

* Demographics and skill level of the population
* Class structure, hierarchy and power structure in the society.
* Education level as well as education standard in the Ienergizer Ld ’s industry
* Culture (gender roles, social conventions etc.)
* Entrepreneurial spirit and broader nature of the society. Some societies encourage entrepreneurship while some don’t.
* Attitudes (health, environmental consciousness, etc.)
* Leisure interests

TECHNOLOGICAL FACTORS

Technology is fast disrupting various industries across the board. Transportation industry is a good case to illustrate this point. Over the last 5 years the industry has been transforming really fast, not even giving chance to the established players to cope with the changes. Taxi industry is now dominated by players like Uber and Lyft. Car industry is fast moving toward automation led by technology firm such as Google & manufacturing is disrupted by Tesla, which has stated an electronic car revolution.  
  
A firm should not only do technological analysis of the industry but also the speed at which technology disrupts that industry. Slow speed will give more time while fast speed of technological disruption may give a firm little time to cope and be profitable. Technology analysis involves understanding the following impacts -

* Recent technological developments by Ienergizer Ld competitors
* Technology's impact on product offering
* Impact on cost structure in Industrial Goods & Services industry
* Impact on value chain structure in Industrials sector
* Rate of technological diffusion

**SWOT ANALYSIS**

SWOT analysis is a strategic planning tool that can be used by Ienergizer Ld managers to do a situational analysis of the firm. It is a handy technique to map out the present Strengths (S), Weaknesses (W), Opportunities (O) & Threats (T) Ienergizer Ld is facing in its current business environment.

The Strengths-Weaknesses-Opportunities-Threats (SWOT) Analysis / Matrixhelps the managers of the Ienergizer Ld to develop four types of strategies:

* SO (strengths-opportunities) Strategies
* WO (weaknesses-opportunities) Strategies
* ST (strengths-threats) Strategies
* WT (weaknesses-threats) Strategies

STRENGTHS

* Highly skilled workforce through successful training and learning programs. Ienergizer Ld is investing huge resources in training and development of its employees resulting in a workforce that is not only highly skilled but also motivated to achieve more.
* Successful track record of developing new products – product innovation.
* Strong distribution network – Over the years Ienergizer Ld has built a reliable distribution network that can reach majority of its potential market.
* Highly successful atGo To Market strategies for its products.
* Reliable suppliers – It has a strong base of reliable supplier of raw material thus enabling the company to overcome any supply chain bottlenecks.
* Automation of activities brought consistency of quality to Ienergizer Ld products and has enabled the company to scale up and scale down based on the demand conditions in the market.
* Strong dealer community – It has built a culture among distributor & dealers where the dealers not only promote company’s products but also invest in training the sales team to explain to the customer how he/she can extract the maximum benefits out of the products.
* Successful track record of integrating complimentary firms through mergers & acquisition. It has successfully integrated number of technology companies in the past few years to streamline its operations and to build a reliable supply chain.

WEAKNESSES

Weakness are the areas where Ienergizer Ld can improve upon. Strategy is about making choices and weakness are the areas where a company can improve using SWOT analysis and build on its competitive advantage and strategic positioning.

* Organization structure is only compatible with present business model thus limiting expansion in adjacent product segments.
* Not highly successful at integrating firms with different work culture. As mentioned earlier even though Ienergizer Ld is successful at integrating small companies it has its share of failure to merge firms that have different work culture.
* There are gaps in the product range sold by the company. This lack of choice can give a new competitor a foothold in the market.
* Not very good at product demand forecasting leading to higher rate of missed opportunities compare to its competitors. One of the reason why the days inventory is high compare to its competitors is that Ienergizer Ld is not very good at demand forecasting thus end up keeping higher inventory both in-house and in channel.
* The company has not being able to tackle the challenges present by the new entrants in the segment and has lost small market share in the niche categories. Ienergizer Ld has to build internal feedback mechanism directly from sales team on ground to counter these challenges.
* Investment in Research and Development is below the fastest growing players in the industry. Even though Ienergizer Ld is spending above the industry average on Research and Development, it has not been able to compete with the leading players in the industry in terms of innovation. It has come across as a mature firm looking forward to bring out products based on tested features in the market.
* Limited success outside core business – Even though Ienergizer Ld is one of the leading organizations in its industry it has faced challenges in moving to other product segments with its present culture

OPPORTUNITIES

* Decreasing cost of transportation because of lower shipping prices can also bring down the cost of Ienergizer Ld’s products thus providing an opportunity to the company - either to boost its profitability or pass on the benefits to the customers to gain market share.
* New customers from online channel – Over the past few years the company has invested vast sum of money into the online platform. This investment has opened new sales channel for Ienergizer Ld. In the next few years the company can leverage this opportunity by knowing its customer better and serving their needs using big data analytics.
* Government green drive also opens an opportunity for procurement of Ienergizer Ld products by the state as well as federal government contractors.
* New environmental policies – The new opportunities will create a level playing field for all the players in the industry. It represent a great opportunity for Ienergizer Ld to drive home its advantage in new technology and gain market share in the new product category.
* Organization’s core competencies can be a success in similar other products field. A comparative example could be - GE healthcare research helped it in developing better Oil drilling machines.
* Lower inflation rate – The low inflation rate bring more stability in the market, enable credit at lower interest rate to the customers of Ienergizer Ld.
* New trends in the consumer behavior can open up new market for the Ienergizer Ld . It provides a great opportunity for the organization to build new revenue streams and diversify into new product categories too.
* The new taxation policy can significantly impact the way of doing business and can open new opportunity for established players such as Ienergizer Ld to increase its profitability.

THREATS

* Imitation of the counterfeit and low quality product is also a threat to Ienergizer Ld’s product especially in the emerging markets and low income markets.
* Growing strengths of local distributors also presents a threat in some markets as the competition is paying higher margins to the local distributors.
* New environment regulations under Paris agreement (2016) could be a threat to certain existing product categories .
* Liability laws in different countries are different and Ienergizer Ld may be exposed to various liability claims given change in policies in those markets.
* Shortage of skilled workforce in certain global market represents a threat to steady growth of profits for Ienergizer Ld   in those markets.
* Intense competition – Stable profitability has increased the number of players in the industry over last two years which has put downward pressure on not only profitability but also on overall sales.
* The company can face lawsuits in various markets given - different laws and continuous fluctuations regarding product standards in those markets.
* New technologies developed by the competitor or market disruptor could be a serious threat to the industry in medium to long term future.

COMPETITORS

The main competitors of iEnergizer include Currys (CURY), National Express Group (NEX), Baltic Classifieds Group (BCG), Young & Co.'s Brewery, P.L.C. (YNGA), KCOM Group (KCOM), Redde Northgate (REDD), RPS Group (RPS), Learning Technologies Group (LTG), PPHE Hotel Group (PPH), and TalkTalk Telecom Group (TALK). Headquarters -a-37 Sector 60, Noida, Uttar Pradesh, 201301, India

1. Information Evolution
2. Rocket Station
3. Datamark
4. Eknovate Inc
5. Palnies
6. Allegro Responsibilities
7. 80Outsourcing centre
8. Global Agility
9. Truminds Technology

MARKETING MIX(4PS)

Product is one of the most important components of the Ienergizer Ld Marketing mix. The distinctive characteristics of the product by Ienergizer Ld are

PRODUCT

* Ienergizer Ld maintains the high quality of products
* High product quality is maintained by adding value during different stages of the value chain
* Ienergizer Ld procures raw materials from reliable and trusted suppliers only
* These raw materials are processed under carefully maintained environments to maintain high and consistent quality of the products
* High quality promise and delivery also provides Ienergizer Ld with a distinctive competitive advantage

Ease of use and Quality

* The products manufactured and sold by Ienergizer Ld are relatively easy to use
* All products come with a user manual, which is easy to understand and which provides simple instructions for product use
* The consumers can also call the 24/7 helpline to understand details about product usage
* Also, retail representatives provide detailed instructions and explanations regarding the use of the product at the time of the sale

Portfolio Analysis

* Ienergizer Ld has a broad portfolio of products
* The broad portfolio helps Ienergizer Ld in reaching different target groups in the market
* Also, the broad portfolio allows financial strength to Ienergizer Ld
* The broader product portfolio also adds more value for Ienergizer Ld

Benefits of Products

* Ienergizer Ld offers functional benefits to consumers of the product use
* These functional benefits are promised and delivered – however, they are also delivered by other similar products
* The distinguishing aspect of Ienergizer Ld is its delivery of emotional benefits to the consumer
* Products manufactured and sold by Ienergizer Ld promise consumers an ego boost, confidence, and security
* Ienergizer Ld also promises fulfilment of psychological needs on product consumption
* These psychological needs include, for example, the need for empathy, the need for belonging, and the need of feeling loved.

Different SKU’S of the product

* The products by Ienergizer Ld are available in different sizes
* Ienergizer Ld has made use of different SKUs to increase market penetration
* Different SKUs can be brought and used as per the consumption needs of the consumers, and the target markets
* Through the production of different SKUs, Ienergizer Ld has also increased the trial rate
* Different SKUs have also helped Ienergizer Ld improve its product accessibility

PRICE

Ienergizer Ld marketing mix focuses on a hybrid strategy for pricing to obtain maximum value for its products. The marketing mix Ienergizer Ld uses a combination of a number of techniques for pricing its products, which are detailed below: Premium Pricing

* By using premium pricing for some of its product ranges, Ienergizer Ld encourages favorable brand and product perceptions in target consumer groups
* Premium pricing for products also encourages a favorable quality perception of Ienergizer Ld products amongst consumers
* With premium prices, Ienergizer Ld has successfully also made some of its product ranges exclusive by restricting sales and production. This, in turn, leads to a perception g luxury in consumption products
* Premium prices add a touch of privilege and high value in Ienergizer Ld products
* Using elements of premium prices in other product ranges has also allowed Ienergizer Ld to maintain significantly high profits and a consistent business growth

Psychological pricing

* Since Ienergizer Ld has a number of different product ranges and product groups, the use of psychological pricing has been beneficial
* With the use of psychological pricing, Ienergizer Ld also successfully adds more value to its products from the point of view of customers
* Ienergizer Ld also gains higher sales with psychological pricing
* Consumer purchase a higher amount of Ienergizer Ld products because of its use of psychological pricing
* Ienergizer Ld is able to increase its target audience and broaden its target purchaser groups
* Geographical pricing
* Ienergizer Ld is able to penetrate different regional markets optimally with the use of geographical pricing
* For offshore locations, geographical pricing also allows Ienergizer Ld to cover shipping and customs expenses
* Geographical pricing also allows Ienergizer Ld to maintain consistent revenue growth by altering pricing in different markets based on local currency value

Bundle pricing

* For some product ranges, Ienergizer Ld is also known to use bundle pricing strategy popularly
* Ienergizer Ld also uses bundle pricing during sales
* Bundle pricing increases the trial rate for consumers
* Ienergizer Ld experiences higher return on the cost of gaining a new customer
* With bundle pricing, Ienergizer Ld is also able to control costs and prices by lowering marketing and distribution expenses
* The use of bundle pricing also adds value to the umbrella brand name of Ienergizer Ld.

PLACE

Ienergizer Ld places high importance on the placement of its products because it directly relates to accessibility for consumers.

Company Operated stores

* The company maintains stores operated by the management of Ienergizer Ld in all markets
* Company-operated stores give Ienergizer Ld higher control over operations as well as store layout and design
* Ienergizer Ld also interacts directly with the consumers and gathers important details regarding consumer behavior and consumer feedback through company-operated stores
* The company operated stores also give leverage to Ienergizer Ld in terms of decisions regarding the stocking of different product items

Licensed Stores

* Ienergizer Ld licensed stores also allow consumers to enjoy the various product offerings by the company
* Licensed stores also decrease the risk of financial and physical investment for Ienergizer Ld in unstable markets
* Licensed stores have also given Ienergizer Ld high business growth, and a boost for rapid market expansion and penetration
* Through licensed stores, Ienergizer Ld has also learned about local consumers and cultures
* Licensed stores and shops encourage sales of products by Ienergizer Ld by aligning it with local cultural values
* Licensed stores also help Ienergizer Ld in localizing its product offerings to enhance brand equity and band image

E-Commerce

* Ienergizer Ld has developed a successfully operational website for online order placement and order tracking
* Ienergizer Ld also encourages sales through social media portals, where the company takes orders through direct messages, as well as through a mini-shop model
* The company also stocks products with online retailers such as Amazon and eBay, as well as smaller local online retailers as well
* Online retailing, and using the internet to make sales has boosted the sales for Ienergizer Ld and has also increased the accessibility of its products for consumers.

Supermarkets and hypermarkets

* Ienergizer Ld also places its products in supermarkets and hypermarkets across the country
* A large number of Ienergizer Ld target groups shop from supermarkets and hypermarkets
* Placement in supermarkets and hypermarkets also improve cost efficiency for Ienergizer Ld

Partner Agents

* In offshore locations, Ienergizer Ld also makes use of partner agents for its products’ placement
* These partner agents are assessed and evaluated on strategic compatibility and reliance
* Ienergizer Ld contracts with partner agents in other countries and markets for its product placement to ensure quality control and terms of negotiation

PROMOTION

The marketing strategy for Ienergizer Ld also places high importance on the promotional tactics and strategies used. The promotional strategies allow the Ienergizer Ld to interact with the consumers and influence them directly. Ienergizer Ld uses a 360-degree approach in its promotional activities, and makes use of the following means of promotion:

Digital Marketing

* Ienergizer Ld has corporate profiles on all social media websites and portals
* Ienergizer Ld uses its social media presence to directly, engage with consumers
* This direct engagement and interaction allows Ienergizer Ld to understand the customers, their needs and demands
* Ienergizer Ld uses this feedback and incorporates it in its broader marketing and organizational strategy
* Ienergizer Ld also maintains a corporate website – which highlights company information, product information as well as information regarding any ongoing campaigns and sales

Reward Programs

* Ienergizer Ld has a loyalty card program for its customers
* The loyalty card allows customers to redeem points in exchange for products or other exciting gifts, as directed by the company
* Each purchase is entered into the loyalty card by Ienergizer Ld and is valued for points against the products’ monetary value
* The loyalty card can be purchased or is given complementary by Ienergizer Ld on high valued purchases
* Frequent usage and purchase of products by Ienergizer Ld also has rewards against the loyalty car

Community Influencers

* Ienergizer Ld makes use of community influencers as its on-ground promotional efforts
* Ienergizer Ld identifies strong and confident individuals to be brand ambassadors in their communities
* Ienergizer Ld provides these brand ambassadors and community influencers with its product range and invites them to use it themselves to see benefits

Conventional Marketing

* The company places advertisements in consumer-related magazines. This largely includes home decor, and home management magazines
* Magazine ads are not very frequent, but appear twice every quarter of the fiscal year
* In high-density locations, Ienergizer Ld also makes use of out of house hoardings
* Hoardings increase visibility for Ienergizer Ld and also work towards building stronger brand recall
* Ienergizer Ld also produces TV advertisements
* All TV advertisements have an emotional appeal to them
* TV advertisements by Ienergizer Ld have progressed to include a slice of life elements and characteristics
* TV advertisements by Ienergizer Ld also highlight the functional benefits of the product

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