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Recommendations

- Strengthen and Consolidate Soup Business
- Expand and Diversify International Product Lines
- Strengthen the Non Soup Portfolio

Strategic Tactics

Consolidate Soup Business and Diversify

- Highly rated brands in every business
- Strategic Brand Acquired Process
- Creating a robust and versatile product
- Long term performance

International Expansion

1. Research and analyze the country's market
2. Analyze the country's economic and political environment
3. Research and analyze the country's market
4. Research and analyze the country's market

Consolidate Soup Business and Diversify

- 1. Research and analyze the country's market
- 2. Analyze the country's economic and political environment
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- 4. Research and analyze the country's market

Example of Success

Search for growth in every region every day

When Campbell's enters a new market

- Check if they have a competitor
- Check if they have a competitor
- Check if they have a competitor

Example of Failure

The success and failure of Campbell's Soup

The success and failure of Campbell's Soup

The success and failure of Campbell's Soup

Marketing Campaign

Marketing Campaign

Marketing Campaign

Campbell's Strategic Management

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Profitability Ratio

Year	Profit Margin	Return on Assets	Return on Equity
2010	15.2%	12.5%	20.1%
2011	14.8%	12.1%	19.5%
2012	14.5%	11.9%	19.2%
2013	14.3%	11.7%	19.0%
2014	14.1%	11.5%	18.8%



Global Statement of Income

Year	Revenue	Cost of Sales	Gross Profit	Operating Expenses	Operating Income	Other Income	Income Before Taxes	Income Tax Expense	Net Income
2010	10,000	6,000	4,000	2,500	1,500	100	1,600	400	1,200
2011	10,500	6,200	4,300	2,600	1,700	100	1,800	450	1,350
2012	11,000	6,400	4,600	2,700	1,900	100	2,000	500	1,500
2013	11,500	6,600	4,900	2,800	2,100	100	2,200	550	1,650
2014	12,000	6,800	5,200	2,900	2,300	100	2,400	600	1,800

Internal Analysis

Internal Analysis

Internal Analysis

External Analysis

External Analysis

External Analysis

Internal Analysis

Year	Revenue	Cost of Sales	Gross Profit	Operating Expenses	Operating Income	Other Income	Income Before Taxes	Income Tax Expense	Net Income
2010	10,000	6,000	4,000	2,500	1,500	100	1,600	400	1,200
2011	10,500	6,200	4,300	2,600	1,700	100	1,800	450	1,350
2012	11,000	6,400	4,600	2,700	1,900	100	2,000	500	1,500
2013	11,500	6,600	4,900	2,800	2,100	100	2,200	550	1,650
2014	12,000	6,800	5,200	2,900	2,300	100	2,400	600	1,800



Q & A

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Sources

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Strategic Tactics

Objectives for The Next Future

Key Objectives:

- 1. Increase sales and market share in emerging markets
- 2. Diversify product portfolio to include non-soup products
- 3. Enhance operational efficiency through automation

Campbell's Strategic Management

Strategic Vision: To be the most trusted and loved brand in the world, providing nourishment and joy to every person, every day.

Strategic Objectives:

- 1. Increase sales and market share in emerging markets
- 2. Diversify product portfolio to include non-soup products
- 3. Enhance operational efficiency through automation

Organizational Structure

CEO: Michael A. C. (2018-2020)

President: Michael A. C. (2018-2020)

Executive Vice President: Michael A. C. (2018-2020)

Marketing Campaign

Brand Positioning: Nourishing people's lives everywhere, everyday.

Target Audience: Families, busy professionals, and health-conscious consumers.

Key Messages: Convenience, quality, and variety.



Strategic Choices and Implementation

Strategic Choice: Focus on core soup products and expand into non-soup categories.

Implementation: Invest in R&D for new products, optimize supply chain, and enhance marketing efforts.

S.W.O.T.

Strengths: Strong brand equity, established distribution network, and diverse product portfolio.

Weaknesses: Dependence on a few key products and limited international presence.

Opportunities: Growing demand for convenience foods and expansion into emerging markets.

Threats: Intense competition from private labels and other food brands.

Sources

- <https://www.campbellsoup.com/about-us/investor-relations>
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Q & A

Have questions? We're here to help.



Market Research

Identify market trends and opportunities.

Understand customer needs and preferences.

Monitor competitor activities and strategies.

Condensed Statements of Earnings (Millions)

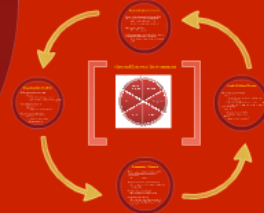
	2020	2019	2018
Sales	1,234	1,123	1,012
Cost of Sales	(456)	(432)	(410)
Gross Profit	778	691	602
Operating Expenses	(234)	(221)	(210)
Operating Income	544	470	392
Other Income	12	10	8
Income Before Taxes	556	480	400
Income Tax Expense	(123)	(110)	(95)
Net Income	433	370	305



Profitability Ratio

Year	Profitability Ratio
2020	35.0%
2019	33.0%
2018	31.0%

External Analysis



Internal Analysis

Identify the company's strengths and weaknesses.

SWOT Analysis

Strengths	Weaknesses	Opportunities	Threats
Strong brand equity	Dependence on a few key products	Growing demand for convenience foods	Intense competition from private labels



Business Model





Campbell's Soup Company

"Nourishing people's lives everywhere, everyday"



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2010

- Campbell receives Catalyst Award, in honor of the company's success in helping women develop and advance their careers at Campbell.
- Campbell unveils its new Employee Center as part of a \$93 million expansion of its world headquarters in Camden, N.J.



2011

- Denise Morrison becomes President and CEO of Campbell Soup Company. She is the 12th leader in the company's history.

