

The Hain Celestial Group

Thecasesolutions.com

Agenda

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1) Intro & External-
Observational trends --
Tracy

2) Porter's five forces --
Melanie

3) Strength & Weaknesses
-- Michelle

4) Internal -- Louise

5) Alternatives & Solutions
-- Justin
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Social Culture



Legal/Political



Competitors

KSF - Key Success Factors



C&I-Analysis

Will their e-commerce results stay at large global

Issues



Alternatives



Solutions



Introduction

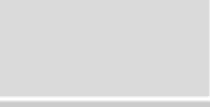


Diversification
Offering New Products and Services
Collaborating with Other Companies to Share Products

Customer Management



SWOT Analysis



Current Strategy



SWOT Analysis



Questions?

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Observational trends ↗
Tracy

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Introduction

- American ORGANIC food company
- Categories:
 - Grocery
 - Protein
 - Snacks
 - Tea
 - Personal Care
- CEO: Irwin Simon
- Date founded: 1993
- Market Cap: \$4.130B, January 2th 2016



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Observational trends ➤
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- CEO: Irwin Simon
- Date founded: 1995
- Market Cap: \$4.5B

The

EXTER

US gro

2016 Q1:

2015 Q1:

2014 Q1:

Avg: 2.16

Demogr

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WHAT DO YOU CONSUME
HOW IMPORTANT IS IT FOR YOU?



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**WHAT DO YOU CONSUME
&
HOW IMPORTANT IS IT FOR YOU?**

EXTERNAL

OBSERVING TRENDS Economics

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Economics

US Unemployment rate
Jan 2016: 4.9%
Jan 2015: 5.7%
Jan 2014: 6.6%

UK Unemployment rate
Jan 2016: 5.1%
Jan 2015: 5.7%
Jan 2014: 7.2%

US growth rate

2016 Q1: 1.6%

2015 Q1: 3.3%

2014 Q1: 1.6%

Avg: 2.16%

UK growth rate

2016 Q1: 1.6%

2015 Q1: 2.8%

2014 Q1: 2.6%

Avg: 2.33%

Economics

US Unemployment rate

Jan 2016: 4.9%

Jan 2015: 5.7%

Jan 2014: 6.6%

UK Unemployment rate

Jan 2016: 5.1%

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EXTERNAL

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Economics	
US Business Confidence	UK Business Confidence
Jan 2016: 48.6 Jan 2015: 54.3 Jan 2014: 52.4	Jan 2016: -4 Jan 2015: 15 Jan 2014: 21

US. Customer Confidence

Jan 2016: 92.0

Jan 2015: 98.1

Jan 2014: 81.2

UK. Customer Confidence

Jan 2016: 4

Jan 2015: 1

Jan 2014: -7