

# Campbell How To Keep The Soup Simmering

## Harvard Case Solution & Analysis



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# KEY PROBLEM STATEMENT

The key problem with Campbell's Company is that their soup division is the main supporter for the company's various business ventures and the acquisitions do not appear to be capable of carrying their own weight.



# First Analytical Tool & SWOT ANALYSIS

Strength:

Leader in  
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n items  
k and  
eals.

Opportunities:

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n of the  
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Weakness:

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to profit  
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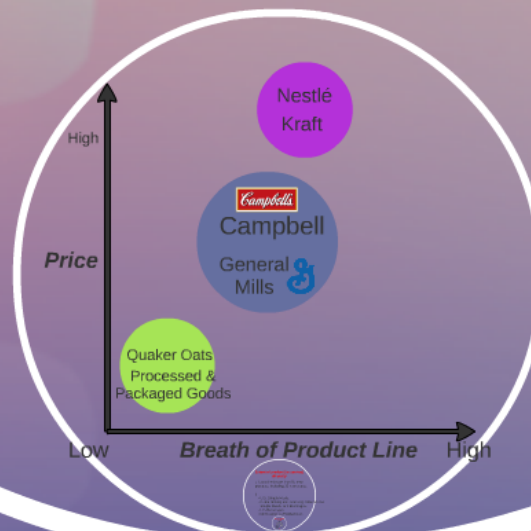
Threats:

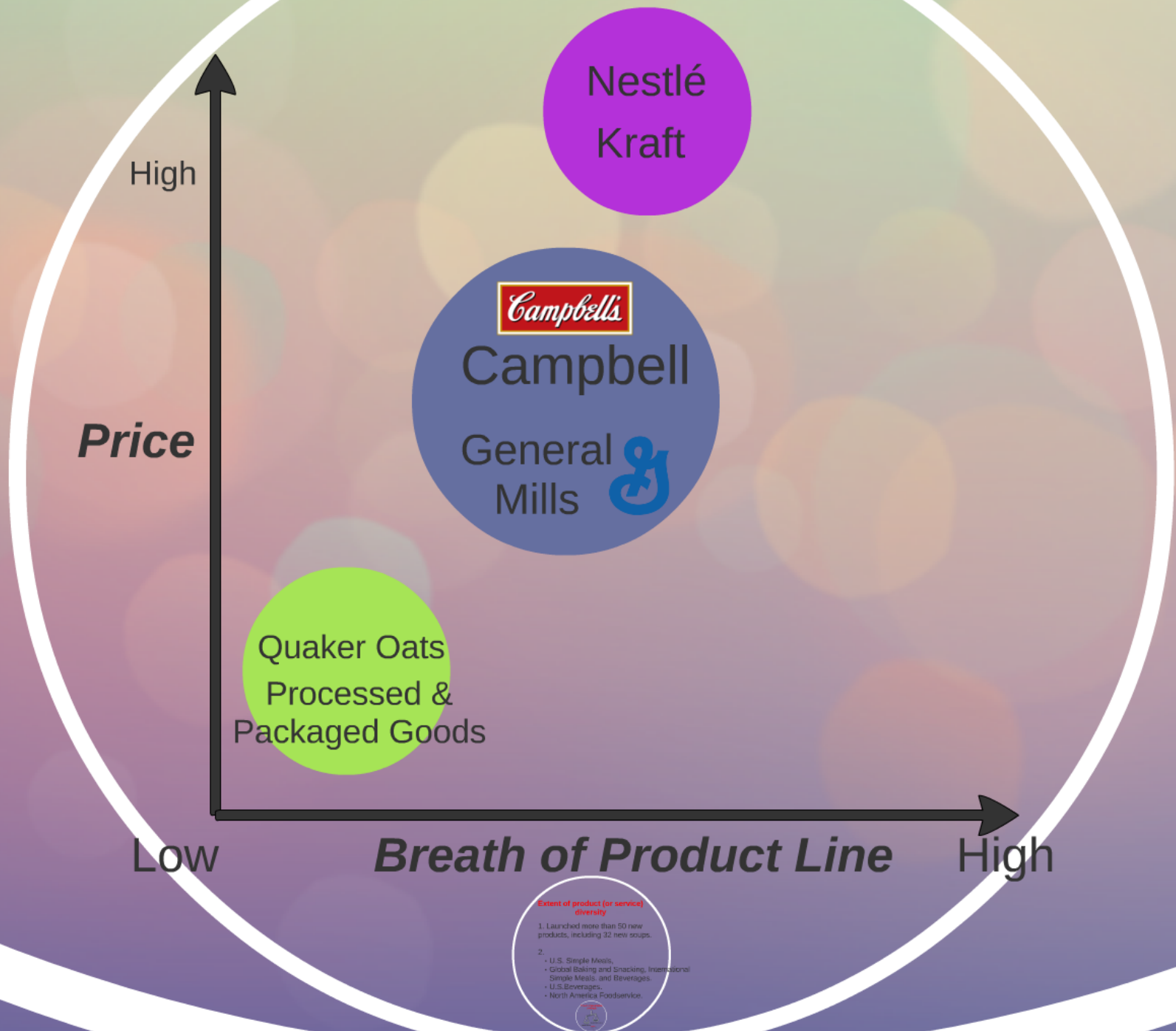
Failure to c  
leaves la  
compani  
opportunities  
campbell's  
industry



## Second Analytical Tool Strategic Group

- Strategic Group Analysis (SGA) aims to identify organizations with similar strategic characteristics.





## Extent of product (or service) diversity

1. Launched more than 50 new products, including 32 new soups.

2.

- U.S. Simple Meals,
- Global Baking and Snacking, International Simple Meals. and Beverages.
- U.S.Beverages.
- North America Foodservice.



# Extent of geographic coverage



United States

Russia and China

**Price/quality**

"Campbell's Healthy soup contains more fat than the regular variety."

Higher than competition

