

SWOT ANALYSIS OF BEN & JERRY'S ICE CREAM

STRENGTH

Strong brand identity, premium quality ingredients, unique flavors, ethical sourcing, and robust social responsibility initiatives.

OPPORTUNITIES

Expanding into emerging markets, introducing health-conscious and vegan options, and leveraging e-commerce for wider distribution.

WEAKNESSES

High production costs, premium pricing, limited product diversity, and reliance on certain markets for revenue.

THREATS

Intense competition, rising ingredient costs, health-conscious consumer trends, and potential economic downturns affecting demand.



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International School of Management Dortmund San Diego USA course Strategic Management language English abstract Ben and Jerry s is one of the best known super premium ice cream manufactures in the United States In 1998 Ben and Jerry s expanded its business to Japan the second largest ice cream market in the world It was a significant step in the company s history and strategic orientation In the beginning they had to face several problems which had to be solved before entering the market This planning phase took from 1994 to 1996 followed by a test market phase in 1997 One of the mayor problems was to find a partner who could provide an adequate distribution network Ben and Jerry s finally decided to enter the market with the help of Seven Eleven Japan Co Ltd which is a franchise convenience store chain of about 8 000 stores in Japan This made it possible for Ben and Jerry s to offer their ice cream to a lot of people without building up their own distribution network The company could also make use of the experience of Seven Eleven who obviously can better assess the Japanese s need and habits In 2000 Ben and Jerry s was acquired by Unilever a multinational food and personal products company This acquisition gives Ben and Jerry s the possibility of using the existing distribution channels and reduce the dependency on other companies Also with Unilever as its parent company the company has a new financial strength which allows them to expand marketing strategies and research and development Based on the following analysis Ben and Jerry s is very good positioned in the markets they are competing in The company uses its strengths and the opportunities in order to fight against potential threats and weaknesses they face due to the lack of huge market share *Summary: Ben & Jerry's: The Inside Scoop* Businessnews Publishing,2016-09-09 The must read summary of Fred Chico Lager s book Ben Jerry s The Inside Scoop How Two Real Guys Built a Business with a Social Conscience and a Sense of Humor This complete summary of the ideas from Fred Chico Lager s book Ben Jerry s The Inside Scoop tells the story of Fred Chico Lager s experiences in creating this brilliant business Indeed in less than 15 years Ben Jerry s grew from an ice cream parlour in an abandoned gas station in Burlington Vermont to a publicly traded corporation with annual sales of over 100 million But what characterises Ben Jerry s is that this company made it to the top while remaining one of the most innovative progressive and socially responsible businesses in the world They stayed true to their vision fought for what they believed was right and were generously rewarded Added value of this summary Save time Understand the key concepts Increase your business knowledge To learn more read Ben Jerry s The Inside Scoop and discover an inspirational story of two entrepreneurs struggling with their young business and making it a success

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