

Cw introduction

Finance



The founder of Lidl was by a man named Dieter Schwartz who currently has a net worth of around \$15.2 Billion he got that success from being the founder of Lidl. He is the CEO and chairman of the company and Dieter is also the CEO of the hyper market Kaufmann. The company Lidl has been around for many years and they were founded in the year 1930 when the company was founded in Germany. The first ever Lidl store was opened in the year 1973 and the store started to gain a lot of consumers by the sass's.

Lidl then decided to branch their stores outside of Germany and as of now the store can be found in nearly every country in Europe. Lidl loves to sell top quality products and sell them for the lowest prices available. The first ever UK store of Lidl was established in 1994 and they are still growing in the UK and more than 600 stores. 1 An evaluation of the strategic position of the company (500 - 600 words*) There are many different ways that Lidl are trying to keep their strategic position of the company. This will include the many plans that Lidl has for true plans and development.

Which include plans such as there expansions? There have been reports that to maintain Lidl's strategic position is by expanding the amount of stores they have and they soon want to have an empire of 1500 stores and this will maintain their strategic position as more stores and thus this will mean more business. I will also include a SOOT analysis of Lidl which show the strengths of the company and show the strengths and weakness of the company. Strengths in Lidl include Has a good range of branded products and also has its own Bargain labels

They usually build their places in deprived areas where cheap food and items are needed by that area and they sell items that suit most of people's incomes. Lidl usually opens on Sundays and holidays. It is going to expand their store count to 1500 stores. Weakness in Lidl: They are still pretty small compared to bigger brands. There aren't many chain stores around. Opportunity: To gain a further stronghold and to expand in other countries like Africa and Asia. Threats: The increase in competition with Laid and other businesses meaning more intention for Lidl. Cost of all products. PESTLE analysis for Lidl: an PESTLE analysis evaluates the following areas of Lidl which include the following: Political, Economic, Social, Technological, Legal and Environmental. Political - The political areas that can affect Lidl are as follows: the government intervening with wages and having Lidl have National Minimal wages.