

Pest analysis cully and sully



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Colm O'Sullivan and Cullen Allen set up their business in 2003. Colm has always had an interest in food while Cullen has always had an obsession with business. So they combined their strengths and Cully and Sully was born. Colm and Cullen had noticed the huge growth in the 'convenience' food industry for today's cash rich, time poor generation but they spotted a problem with this food, or more aptly, an opportunity.

The food on offer is often of poor quality and a reputation has grown up around this. So how could they bring a customer high quality food but do it quickly? Using a method called "sous vide" from France which involves cooking food for a long period of time in airtight plastic bags which are placed in hot water. This food has a shelf life of a month and Colm and Cullen have adopted this as their favored method of cooking in terms of lifetime and quality of the product. They decided to outsource their production to France because of the associated costs of building a factory and tending to a workforce. By previous employment Colm had built up extensive contacts within the Musgrave Group which distribute to SuperValu and Centra in Ireland and through these Cully and Sully gained a foothold in the retail sector.

Cully and Sully look into expanding their product base and they went into the soup industry. Today they deal with the 'convenience' food sector in both meals and soups. Cully and Sully have since gained a major foothold in the market and the brand can be seen on shelves in Dunnes Stores and Tesco along with those of the Musgrave Group. Today they are a huge success, offering a different product from the competitive 'convenience' sector

through their emphasis on fresh, organic and wholesome aspects of their products. A PESTEL Analysis of Cully and Sully.

From a political point of view Cully and Sully have transportation costs to worry about. The price of fuel is heavily rising and the taxes are partially responsible for this. The budget is imminent and the taxation on products may increase as we have been told there will be 'difficult situations'. The Economy plays a major part in the convenience food industry. At the moment we are seeing rising costs in the retail sector coupled with an economic downturn. The concern for Cully and Sully is that along with the collective tightening of the belts will affect the consumer's will to buy a product which is relatively high in price towards others in the same market. The consumer maybe inclined to make some time to cook food as well, a case which would also apply to the ever increasing unemployed group.

From an industry point of view the ever growing financial crisis will impact any views on Cully and Sully expanding into other markets. From a societal point of view there the 18-30 year old demographic are the least likely to cook their food and many are happy to cook their foods. This group is often part of the single income category or the 'double income no kids' category and will have the most disposable income on their hands. On the other hand, people are now shifting their shopping trends to the cheaper brands such as Lidl, Tesco Value and others and the Cully and Sully brand doesn't fall into this segment. On their packaging Cully and Sully could try to provide their nutritional information in the easy to understand percentages format that many companies are now doing to give the consumer the health benefits.

Technologically the threat comes from within the industry as companies find new ways to cook their food and there will be attempts to increase quality of the foods offer in the convenience sector. Dunnes Stores and Tesco are now offering their own high value product as a price. From an environmental point of view all companies are under pressure to contribute more towards the conservation of the environment. There will be taxes imposed European Union wide which will have an influence on the production in France and therefore surely the cost. The porcelain bowl concept where the consumer keeps the bowls is a novel and environmentally friendly way of dealing with disposable wastage issues. Legal SWOT Analysis The greatest strength offered by Cully and Sully is the quality of their products, as endorsed by the highly reputed Ballmaloe name.

The 'sous vide' method is a time consuming method and much research and a degree of luck was needed in the discovery of the method by Colum O'Sullivan and Cullen Allen. They are also an Irish company and their first foray into the pub food sector may not have been a success but it could work the next time and their food is obviously well received. Colum's business contacts in Musgrave's are a strength as he has a good relationship with them even in the face of bigger suppliers such as Dennys and Colgans. The company's major weakness must be considered price which seems rather high. During an economic climate of three years ago then this wouldn't be a concern but at this time it most certainly is. There won't be as many willing to spend 5.

90 on a take home meal for one. The huge competition within the convenience and indeed the retail sector will not help Cully and Sully.

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