

SWOT Analysis

GUINNESS

Internal

Strengths

- Brand love / Brand strength / Iconic advertising
- History / Authenticity / Heritage
- The only globally sold stout
- Innovations
- New target - vegans and vegetarians
- Sustainability and responsibility
- “Recession-proof” commodity
- Sport Sponsorship

Weaknesses

- Very specific product (stout)
- No longer family-owned so competing with other products sold by Diageo. Diageo concentrates on liquor sales and has less experience with beers.
- Part of multinational corporation in market that currently values low volume craft breweries
- Alcohol taxes and industry regulations

Positive

Opportunities

- Recession - more people drinking beer at these times
- Sponsoring more events
- Expansion of brand to include craft beers
- Target younger adults and women
- Improve use of social media for engagement
- Upgrade dated website

Threats

- Market preferences for craft beer
- The Megabrew merger - competition
- Ethical dilemmas about advertising unhealthy products at sport events
- Health conscious society
- Shortages of ingredients
- Shortages of fossil fuels or water

Negative

External