

NTUC Fairprice Co-operative Ltd - Strategic SWOT Insights - A 360 Review of Opportunities, Challenges and Risk, Corporate and ESG Strategies, Competitive Intelligence and Operational KPI's, and Recent Trends

Company Report | 2025-05-14 | 64 pages | Quintel Research

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Report description:

Report Summary

NTUC Fairprice Co-operative Ltd - Strategic SWOT Insights - A 360 Review of Opportunities, Challenges and Risk, Corporate and ESG Strategies, Competitive Intelligence and Operational KPI's, and Recent Trends is a comprehensive and easily accessible overview of NTUC Fairprice Co-operative Ltd 's business operations. It provides a detailed analysis of the company's strategic standing, as well as its position in the industry compared to competitors. The report includes several key features to facilitate decision-making and provide insights into the company's performance.

The report begins with in-depth information about NTUC Fairprice Co-operative Ltd including key insights, business segments, key executives, locations, products and services, historical events, corporate strategy, and management discussions. This section provides a solid foundation for understanding the company's key attributes.

Next, the report assesses NTUC Fairprice Co-operative Ltd's strategic standing through various analyses. The ESG spotlight evaluates the company's environmental, social, and governance performance, providing insights into its sustainability efforts and ethical practices. The SWOT analysis examines the company's internal strengths and weaknesses, as well as external opportunities and threats. By integrating these strategic analyses, the report offers a comprehensive understanding of NTUC Fairprice Co-operative Ltd's overall strategic standing and supports informed decision-making and strategic planning.

Finally, the report includes recent news and deal activities undertaken by NTUC Fairprice Co-operative Ltd enhancing awareness of the company's business trends, growth perspectives, and more.

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Key Highlights

NTUC FairPrice Co-operative Ltd, commonly known as FairPrice Group, is a leading retail company in Singapore that operates as a co-operative, ensuring that its customers are also its stakeholders. Established in 1973, the company was founded with the mission to provide affordable and quality goods to households across Singapore. Over the years, FairPrice Group has grown into one of the country's most recognized and trusted retail brands, offering a comprehensive range of groceries, fresh produce, household essentials, and other consumer goods.

Headquartered in Singapore, FairPrice Group operates an extensive network of supermarkets, hypermarkets, convenience stores, and online retail platforms, catering to a diverse customer base. The company continuously expands its reach by integrating digital solutions such as online shopping and home delivery services, enhancing customer convenience. With a strong commitment to social responsibility, FairPrice Group actively supports community initiatives and sustainability efforts, reinforcing its role as a key player in Singapore's retail sector.

NTUC Fairprice Co-operative Ltd in the News:-

- 27-Feb-2024 - Jail, fine for Singapore fish wholesaler who gave more than S\$86,000 as bribes to three NTUC FairPrice workers
- 21-Feb-2024 - FairPrice Finest launches at Clarke Quay, bringing affordable local produce closer to the community
- 29-Jan-2024 - More than 400 FairPrice Group volunteers from headquarters to support frontliners with serving up the best customer experience this festive season
- 23-Sep-2023 - FairPrice Group and ExxonMobil join forces to raise more than \$100,000 for Children's Aid Society in annual charity car wash
- 12-May-2023 - FairPrice Group offers new source of eggs from Indonesia to ensure greater food security

Scope

- Tactical Analysis:- Various strategic frameworks to gain insights into a company's competitive position and operational environment. These analytical tools assist in identifying competitive advantages, potential risks, and areas for improvement and efficiency, enabling companies to make informed tactical decisions.
- Business Strategy:- Contributes to shaping the company's overall direction, goals, and decision-making processes, ensuring long-term success and alignment with stakeholder expectations.
- Company Fundamentals:- These fundamentals offer valuable insights into the company's history, operations, leadership, and geographical presence, aiding in a comprehensive understanding of the organization.
- Competitive Landscape:- An identification of the company's main competitors, providing insights into the competitive landscape it operates in.

Reasons to Buy

- Comprehensive Understanding of the NTUC Fairprice Co-operative Ltd's internal and external factors through SWOT analysis and Corporate Strategy.
- Strive Strategic Decision Making with various analyses and identifying potential customers and suppliers.
- Mitigate Risk with help of thorough analysis of internal and external factors. Furthermore, develop strategies and contingency plans to address these challenges and minimize their impact on business operations.
- Competitive Benchmarking will help to gain a competitive advantage by understanding industry trends, customer preferences,

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and best practices.

- Valuable insights from the report enable investors and partners to make informed decisions regarding potential Collaborations, Investments, or Partnerships with the company.

Additionally, available deep-dive analysis on the company NTUC Fairprice Co-operative Ltd:

- NTUC Fairprice Co-operative Ltd PESTLE Analysis
- NTUC Fairprice Co-operative Ltd Value Chain Analysis
- NTUC Fairprice Co-operative Ltd Porter's Five Forces Analysis
- NTUC Fairprice Co-operative Ltd VRIO Analysis
- NTUC Fairprice Co-operative Ltd BCG Analysis
- NTUC Fairprice Co-operative Ltd Segmentation, Targeting and Positioning (STP) Analysis
- NTUC Fairprice Co-operative Ltd Ansoff Matrix Analysis

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