

Ben & Jerry's SWOT analysis

FACTOR LOCATION	TYPE OF FACTOR	
	Favorable	Unfavorable
Internal	<p>Strengths</p> <ul style="list-style-type: none"> • Prestigious, well-known brand name among U.S. consumers • Large share of the U.S. super premium ice cream market • Complements Unilever's other ice cream brands • Recognized for its social mission and actions 	<p>Weaknesses</p> <ul style="list-style-type: none"> • B&J's social responsibility actions may add costs, reduce focus on its core business, and alienate some customers • Experienced managers needed to help growth • Modest sales growth and profits in recent years
External	<p>Opportunities</p> <ul style="list-style-type: none"> • Growing demand for quality ice cream in overseas markets • Increasing U.S. demand for "slow churned" low-fat low-carb ice cream, frozen yogurt, and sorbet • Many U.S. firms successfully use product and brand extensions 	<p>Threats</p> <ul style="list-style-type: none"> • Consumer concern with sugary and fatty desserts • B&J customers read nutritional labels • Competes with General Mills' and Nestlé's brands • International downturns increase the risks for B&J in European and Asian markets