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VIPSHOP SWOT & PESTLE ANALYSIS

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Company Name : Vipshop

Company Sector : Retail E-commerce

Operating Geography : China, Asia, Global

About the Company : Vipshop is a Chinese e-commerce company that specializes in online discount sales and manages the website VIP.com (previously Vipshop.com). The company is headquartered in Guangzhou, Guangdong, China. In 2008, December Vipshop.com went online. The Company provides consumers in China with high-quality, well-known branded products at a significant reduction from retail rates. Vipshop has proved that it can bring great size and profitability when compared to traditional online marketplaces or large-scale multi-category online shops. The firm has pioneered the online discount retail model in China by giving special deals and deep discounts on branded products and has established itself as the expert and leader trusted by both customers and brand partners. Over 20,000 brands have partnered with VIP.com, servicing more than 300 million consumers across China; more than 2,200 brands have created unique online partnerships with VIP.com. In May 2021, the company held a 'flash sales' promotion on limited-quantity merchandise and services, which drew a large crowd of bargain hunters.

Vipshop's Unique Selling Point or USP lies in it being China's third-largest e-commerce site and being ranked No. 1 in China's online discount sector.

The company's mission statement reads, "Improving the quality of life and enhancing experience of happiness" at this ever-changing age, Vipshop devotes itself to driving innovation and transformation to create greater value for consumers, partners and the society".

Revenue :

USD14,757 million - FY ending 31st December 2020 (y-o-y growth 9.65%)

USD13,458 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Vipshop is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Partnership with major brands for first mover advantage in flash sales 2.Superior inventory and logistics management system 3.Strong financial performance on returns 4.Designed excellent customer experience for shopping 5.Highly engaged and loyal customer base 	<ul style="list-style-type: none"> 1.Ability to meet short term financing is significantly low 2.Regulatory probes for internal corruption and anti-competition underway
Opportunities	Threats
<ul style="list-style-type: none"> 1.Massive growth potential in China's online retail market 2.Fast growing trends represented in Chinese offline retail market 3.Pandemic has created a surplus in Chinese retailers' inventory 4.Remote area infrastructure development has paved way for e-commerce in rural China 	<ul style="list-style-type: none"> 1.Growth pace hindered with high competition in Chinese retail 2.Impact of China- Hong Kong conflict on business

PESTLE Analysis :

The PESTLE Analysis for Vipshop is given below:

<p style="text-align: center;">Political</p> <p>1. Removal of special status of Hong Kong will affect export business</p> <p>2. Chinese government is focusing on increasing domestic supply and self-sufficiency</p>	<p style="text-align: center;">Economical</p> <p>1. China's five year plan promotes development of e-commerce</p>
<p style="text-align: center;">Social</p> <p>1. Online shopping has risen post pandemic in China</p> <p>2. Increased expenditure on mass market goods by low income groups</p>	<p style="text-align: center;">Technological</p> <p>1. Use of new technologies to make business sustainable</p>
<p style="text-align: center;">Legal</p> <p>1. China stiffens competition regulations in e-commerce market</p> <p>2. China's advertising laws turn strict post pandemic</p>	<p style="text-align: center;">Environmental</p> <p>1. China's evolving environmental regulations put focus on green supply chains</p> <p>2. E-commerce companies in China commit to use clean energy and reduce carbon footprints</p>

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