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KONTOOR BRANDS SWOT & PESTLE ANALYSIS

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Company Name : Kontoor Brands

Company Sector : Clothing

Operating Geography : United States, North America, Global

About the Company :

Kontoor Brands is a clothing brand based in the United States. In May 2019, it was spun out from VF Corporation and now sells denim under the Lee, Wrangler, and Rock & Republic brands. Kontoor Brands also owns and manages the VF Outlet factory outlet shop chain. The company's headquarters are in Greensboro, North Carolina. Its business is built on a strategic sourcing approach and a best-in-class supply chain, all of which are backed by industry-leading sustainability standards. The company is concentrating on using its worldwide platform to generate brand growth and provide long-term value to all of its stakeholders, including consumers, customers, shareholders, and suppliers. It primarily sells its products through wholesale and internet platforms. United States (US) Wholesale, Non-US Wholesale, Branded Direct-to-Consumer, and Others are among the company's distribution channels. Men's and women's denim, clothes, and accessories are marketed from Wrangler. Lee is a denim and clothing company. Lee offers a variety of men's, women's, boys', and girls' jeans, pants, shirts, shorts, and jackets. Rock & Republic is a high-end clothing line. Kohl's is the only retailer of Rock & Republic products in the United States. It also owns and operates several additional brands around the world, including Gitano and Chic. Lee, a Kontoor brand recognised for its timeless denim design and creativity, teamed up with denim producer Artistic Milliners on August 30, 2021, to create a range of 100% recyclable jeans that are a perfect fit for the environment.

Kontoor Brands' USP lies in its being a worldwide lifestyle fashion firm with a portfolio of some of the world's most recognisable consumer brands: Lee®, Wrangler®. The mission statement of Kontoor Brands' reads, "We design, manufacture and distribute superior-high-quality products that look good and fit right, giving people around the world the freedom and confidence to express themselves".

Revenue :

USD 2,097.8 million - FY ending 31st December 2020 (y-o-y growth -17.69%)

USD 2,548.8 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Kontoor Brands is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Owns iconic brands in denim clothing 2.Strong partnership with leading retailers 3.Robust and continuous cash generation 4.Strong supply chain presence worldwide 	<ul style="list-style-type: none"> 1.Market concentrated into few large customers 2.Dependence on limited mills for raw materials supply
Opportunities	Threats
<ul style="list-style-type: none"> 1.Developing innovative manufacturing methods 2.Expansion in diverse geographies 3.Evolve inhouse e-commerce capabilities 4.Expansion into adjacent product categories 	<ul style="list-style-type: none"> 1.Covid-19 affecting operations in major markets 2.Intense competitive environment in fashion retail

PESTLE Analysis :

The PESTLE Analysis for Kontoor Brands is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Brexit created uncertainty in operations 2. Retaliatory measures against US to affect sales 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Store closures due to slowdown 2. Fluctuations in raw material prices during Covid 3. Uncertainty in cash flow with exchange rates
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Emerging segment of gender-neutral clothing 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Augmented fashion to change shopping 2. Holistic approach on digital ecosystem
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Increased cost of compliances for data regulations 2. Increased taxation after adoption of OECD framework 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Global warming to impact cotton cultivation 2. Textile industry adopting BCI

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