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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:

Political	Economical
1.Brexit created uncertainty in operations 2.Retaliatory measures against US to affect sales	1.Store closures due to slowdown 2.Fluctuations in raw material prices during Covid 3.Uncertainty in cash flow with exchange rates
Social	Technological
1.Emerging segment of gender-neutral clothing	1.Augmented fashion to change shopping 2.Holistic approach on digital ecosystem
Legal	Environmental
1.Increased cost of compliances for data regulations 2.Increased taxation after adoption of OECD framework	1.Global warming to impact cotton cultivation 2.Textile industry adopting BCI

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