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ARITZIA INC. SWOT & PESTLE ANALYSIS

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Company Name : Aritzia Inc.

Company Sector : Consumer Discretionary

Operating Geography : Vancouver, Canada, North America

About the Company :

Aritzia Inc. is a women's fashion brand headquartered in Vancouver, British Columbia. The Canadian company was found in 1984 by Brian Hill. It has a total of 68 boutiques in Canada and 29 boutiques in USA. Aritzia is a fashion brand associated with individual style, quality and innovative design. It places special emphasis on providing its customers a great shopping experience across its stores. The company has a growing presence in the e-commerce sector across the North American continent as well. The company was initially launched from a departmental store in Vancouver. On receiving good response, a standalone boutique was opened in 1984. The company since then has grown significantly. It is focused on developing its own brands with separate creative and aesthetic teams, namely: Wilfred, TNA, Babaton, Sunday Best, Main Character, Auxiliary, Denim Forum, Talula etc. The company has a total of 4570 employees as of 2020.

Aritzia's Unique Selling Proposition or USP is its innovative creative development which places emphasis on differentiated global-sourcing strategy. This enables the company to continuously transform their supply chain, improve their products, placing more value on the customer and thereby increasing their gross margins. On completion of design development, the teams directly connect with mills, suppliers and manufacturers. This enables them to deliver good quality products at affordable prices. The company was awarded the Compassionate Company Award in 2016 for its animal friendly approach to fashion.

Revenue :

Canadian \$ 857 million - FY ending 28th February 2021 (y-o-y growth -12.6%)

Canadian \$ 981 million - FY ending 1st March 2020

SWOT Analysis :

The SWOT Analysis for Aritzia Inc. is given below:

| Strengths | Weaknesses |
|--|---|
| <ul style="list-style-type: none"> 1. Good community and employee engagement 2. Strong e-commerce growth of 36% in a period of four years 3. Products are put through the O-LCA assessment to ensure sustainability 4. Committed to promoting diversity in the workplace | <ul style="list-style-type: none"> 1. Business highly dependent on timely import of raw materials from foreign countries 2. Limited customer base due to highly priced products 3. Free Cash Flow decreased substantially in FY21 compared to FY20 |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1. Invest in digital platform to improve e-commerce penetration 2. Continue geographic expansion across North America and Canada 3. Increase liquidity to weather uncertainty | <ul style="list-style-type: none"> 1. Highly competitive market with many new entrants 2. Exchange rate fluctuations can raise costs 3. Sales in retail industry are highly seasonal |

PESTLE Analysis :

The PESTLE Analysis for Aritzia Inc. is given below:

| | |
|--|--|
| <p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Accelerating vaccine rollout will help in business recoveries 2. New US-Canada agreement may change tariffs and trade policies | <p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Weak economy leads to lower consumer discretionary spending 2. Rising fuel prices may increase cost of deliveries |
| <p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Increasing number of consumers are shifting to e-commerce 2. Growing demand for size-inclusive fashion | <p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Use of AI to personalise consumer experience |
| <p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. California's Data Protection Act limits what client data businesses can collect and store 2. CARES Act enacted in 2020 has provisions for companies affected by the pandemic | <p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Member of the UN Global Compact Program 2. Signed CanopyPack4Good Commitment to source sustainable packaging |

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