
S&P TEST

SWOT & PESTLE.com

TILLYS SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Tillys

Company Sector : Retail Clothing

Operating Geography : United States, North America

About the Company : Tillys is a retail fashion firm headquartered at Irvine, California in the USA. The company was founded by Hezy Shaked and Tilly Levine in 1982. Tillys sells a range of branded clothing items, accessories, shoes, bags etc. The company has 238 total stores across 33 states in the US as of January 2021. These can be found both at malls as well in traditional outdoor shopping centres. The company has been focusing on its growth in the e-commerce sector as well. Some brands sold by the company are Adidas, Billabong, DC Shoes, Element, Fox, etc. The company's target clientele are young men and women, boys and girls who possess an active and social lifestyle. Their collection is highly inspired from the West Coast with brands which reflect the company's heritage based on its love for action, sports, music, art and fashion. Tillys Unique Selling Proposition or its USP is its diverse and wide range of products in a traditional large store format which provides shoppers a lively, exciting and enthusiastic environment which by and large is an extension of the shopper's fast paced lifestyle itself. The company relies on word of mouth for generating buzz for it hence it places immense emphasis on providing an amazing shopping experience. The company's locations and properties enable it to expand in size and scope continuously. The company has a total of 1400 full time and 3700 part time employees as of early 2022.

Revenue :

\$531.3 million - FY ending 31st January 2021 (y-o-y growth -14.2%)

\$619.3 million - FY ending 1st February 2020

SWOT Analysis :

The SWOT Analysis for Tillys is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strategically located retail stores across America 2.Wide selection of third-party and proprietary merchandise 3.Experienced merchandise team regularly takes consumer feedback and identifies emerging trends 4.Loyalty programs to retain existing members and attract new customers 	<ul style="list-style-type: none"> 1.Furloughed 91% of employees during COVID-19 2.High level of borrowing raises liquidity concerns 3.Business heavily relies on third-party vendors
Opportunities	Threats
<ul style="list-style-type: none"> 1.Improving digital platform to capture e-commerce market 2.Improving inventory management by shortening lead times 3.Increasing proprietary brand offerings will increase profits 	<ul style="list-style-type: none"> 1.Highly competitive market with many new entrants 2.High risk of wildfires in California where majority of the stores are located 3.Market for retail apparel stocks in highly volatile

PESTLE Analysis :

The PESTLE Analysis for Tillys is given below:

Political	Economical
<ul style="list-style-type: none"> 1.New US administration may change tariff and trade policies 2.USMCA will replace the North American Free Trade Agreement 3.LIBOR will no longer be used as a benchmark for global transactions by end of 2021 	<ul style="list-style-type: none"> 1.Weak economy leads to lower consumer discretionary spending 2.Rising fuel prices increase logistical costs
Social	Technological
<ul style="list-style-type: none"> 1.Disruption of seasonal trends 2.Increasing number of consumers are shifting to e-commerce 3.Growing demand for size-inclusive fashion 	<ul style="list-style-type: none"> 1. Buyers expect better digital experiences and e-commerce solutions, such as live chat over in-person interaction.
Legal	Environmental
<ul style="list-style-type: none"> 1.CARES Act enacted in 2020 has provisions for companies affected by the pandemic 2.Firms have to comply with consumer data protection laws 	<ul style="list-style-type: none"> 1.Growing importance of using sustainable materials for clothing

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Tillys** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com