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TILLYS SWOT & PESTLE ANALYSIS

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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:

<p style="text-align: center;">Political</p> <ol 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 	<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 increase logistical costs
<p style="text-align: center;">Social</p> <ol 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 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Buyers expect better digital experiences and e-commerce solutions, such as live chat over in-person interaction.
<p style="text-align: center;">Legal</p> <ol 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 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Growing importance of using sustainable materials for clothing

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