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OXFORD INDUSTRIES INC. SWOT & PESTLE ANALYSIS

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Company Name : Oxford Industries Inc.

Company Sector : Apparel and Fashion

Operating Geography : United States, North America, Global

About the Company : Oxford Industries Inc. is an American multinational apparel design, sourcing, and marketing organisation with its headquarters in Atlanta, USA. The company was incorporated on 11 December 1980. It creates, sources, markets, and distributes merchandise under the Tommy Bahama, Lilly Pulitzer, and Southern Tide lifestyle brands, as well as other companies. The Company principally sells to consumers through its direct-to-consumer modes of distribution, which include full-price retail locations, e-commerce websites, Tommy Bahama food and beverage businesses, and Tommy Bahama outlets. The remainder of the company's sales come from its wholesale distribution channels. Its wholesale operations include the distribution of products bearing its lifestyle brands, which complement its direct-to-consumer operations by allowing it to reach a broader audience. It has roughly 187 brand-specific full-price retail stores, e-commerce websites, 20 Tommy Bahama food and beverage establishments, and 35 Tommy Bahama outlet stores as part of its distribution chain. As of June 2021, Oxford Industries leverages the talent of 6,100 employees.

Oxford Industries' USP lies in its being a major apparels firm in the United States and is publicly traded on the New York Stock Exchange. The mission statement of Oxford Industries' reads, "To enhance the quality of life in the business community through its support of human services, cultural, educational and health-related organizations."

Revenue :

\$749 million - FY ending 30th January 2021 (y-o-y growth -33%)

\$1123 million - FY ending 1st February 2020

SWOT Analysis :

The SWOT Analysis for Oxford Industries Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Omnichannel capabilities with sales through retail stores, e-commerce website and distribution channels. 2.Leading branded apparel company with presence in over 250 locations in the United States 3.Diversified portfolio of multi-channel, high margin lifestyle brands 4.Heavy investment in advertising and marketing leading to enhancement of brand image 5.Consistent shareholder returns since inception 	<ul style="list-style-type: none"> 1.Geographic concentration of retail stores, restaurants and wholesale customers. 2.Production of company's apparel and related products are significantly concentrated in Asia. 3.All retail and restaurant locations of the company are rented which increases costs. 4.Involved in several litigations and regulatory claims.
Opportunities	Threats
<ul style="list-style-type: none"> 1.COVID 19 has propelled e-commerce business resulting in increased profitability. 2.Expansion through addition of new lifestyle brands to the company's existing portfolio. 3.Retail-food and beverage location adjacent to the company's retail stores will enhance the customer experience. 	<ul style="list-style-type: none"> 1.Continuously changing fashion trends and consumer preferences. 2.Failure to maintain adequate level of inventory 3.The company operates in a highly competitive industry 4.Impact of import restrictions and other government regulations

PESTLE Analysis :

The PESTLE Analysis for Oxford Industries Inc. is given below:

Political	Economical
1.The CARES Act had a positive impact on the company's tax rate. 2.United States Tax Cut and Jobs Act impact the operations of the company.	1.US-China trade war impacts the company as a significant share of the company's producers are in China. 2.The economic recession caused by covid could continue to adversely impact the company.
Social	Technological
1.Shift from in-store shopping to online shopping accelerated during covid-19.	1. Leveraging technology to enhance customer experience. 2. Digital and virtual technologies to reduce paper consumption and travel.
Legal	Environmental
1.Subject to data protection laws like the General Data Protection Regulation in the European Union.	1.To increase sustainability, focus on waste minimisation. 2.Use of sustainable raw materials in products to promote a circular economy

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