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ZUMIEZ INC. SWOT & PESTLE ANALYSIS

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Company Name : Zumiez Inc.

Company Sector : Fashion Retail

Operating Geography : United States, North America, Global

About the Company : Zumiez Inc. is an international specialised clothing retailer based in Lynnwood, Washington, United States. The company was started by Tom Campion and Gary Haakenson in 1978 and was originally known as "Above the Belt" when it first opened at Northgate Mall in Seattle. The brand is a specialised retailer of garments, footwear, accessories, and hard goods for young men and women who are interested in action sports, streetwear, and other lifestyles through fashion, music, art, and culture. The company has 720 mall locations across North America, Europe, and Australia, as well as an online presence. Zumiez.com, Zumiez.ca, blue-tomato.com, and fasttimes.com.au are its e-commerce websites. Zumiez, Blue Tomato, and Fast Times are the brand names used by the organization. It sells skate shoes, casual shoes, sandals, slip-on, sneakers, slippers, boots, and shoe accessories. Zumiez declared in June 2021 that it has weathered the storm in brick and mortar apparel retail, with significant cash flow growth and solid reinvestment economics.

Zumiez Inc.'s USP lies in its being the top speciality retailer of apparel, footwear, accessories, and hard goods for young men and women, as well as one of the nation's fastest-growing companies. The mission statement of Zumiez Inc.'s reads, "We do what others have only dreamed of! We provide you with cutting edge clothing, footwear, accessories, hard goods for skate and snow for active lifestyles. Everything we do revolves around the customer—you are the heart of our company".

Revenue :

\$1034.12 billion - FY ending 30th January 2021 (y-o-y growth 5.4%)

\$ 978.617 million - FY ending 1st February 2020

SWOT Analysis :

The SWOT Analysis for Zumiez Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Omnichannel strategy with a substantive digital footprint 2.Leading specialty retailer of apparel, footwear, accessories and hardgoods. 3.Strong financial performance recording profits every year 4.The company has no debt and a strong balance sheet 5.Differentiated customer experience and merchandising strategy 	<ol style="list-style-type: none"> 1.Most of the merchandise is produced by foreign manufacturers exposing the company to supply chain risks 2.Reliance on a single distribution center in U.S. for major portion of sales.
Opportunities	Threats
<ol style="list-style-type: none"> 1.Scope for growth by acquisitions and opening of new store locations. 2.Favorable shift in trends and growing online presence 3.Enhancing brand awareness through continuous marketing 	<ol style="list-style-type: none"> 1.Shift in customer preferences and fashion trends 2.The apparel, hardgoods, footwear and accessories industry are highly competitive. 3.Fluctuations of raw material prices

PESTLE Analysis :

The PESTLE Analysis for Zumiez Inc. is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Changes in the United States- Mexico- Canada Trade Agreement will impact the operations 2. Uncertainties regarding Brexit will impact the business in Europe 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Fluctuations in the exchange rate will impact the operations of the company 2. U.S. China trade war will impact the sales of the company
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Covid-19 has spiraled interests towards fitness and comfort positively impacting demand 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Leveraging technology to enhance customer experience 2. Use of technology to maximize inventory productivity and reduce shipping time
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Subject to various privacy acts and regulations like California Consumer Privacy Act 2. Monitoring of labor and environmental practices of vendors/manufacturers 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Initiatives undertaken to reduce the wastes during manufacture, distribution, sales and delivery

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