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SWAROVSKI AG SWOT & PESTLE ANALYSIS

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Company Name : Swarovski AG

Company Sector : Luxury Good and Jewellery

Operating Geography : Austria, Europe, Global

About the Company :

Swarovski AG is an Austrian glass manufacturer headquartered in Wattens, Austria. The company has been associated with crystal manufacture since its founding in 1895 by Daniel Swarovski. Swarovski Crystal Business produces crystal glass, jewellery, and accessories and has developed a one-of-a-kind technique that preserves the brilliance and brightness of crystals without using lead dioxide; Swarovski Optik produces optical instruments such as telescopes, telescopic sights for rifles, and binoculars; and Tyrolit, a manufacturer of grinding, sawing, drilling, and dressing tools as well as a tool and machine supplier. The firm employs about 12,000 people worldwide, with factories in the United States, Mexico, Italy, Brazil, Argentina, and other countries. The founding Swarovski family still owns and runs the company. Swarovski has dazzled the globe for over 35 years with distinctive items such as the Nirvana cocktail ring, the Slake bracelet, and its signature Swiss movement watches. The business is now managed by the fifth generation of the Swarovski family. However, it has been revealed that, for the first time in the company's history, significant senior management positions will be held by non-family members in 2022.

Swarovski AG's USP is that it is one of the most well-known brands in the lifestyle and retail sectors, with a strong brand presence and visibility and a global reach of over 3,000 outlets in over 170 countries. The mission statement of Swarovski reads, "We are committed to Conscious Luxury, a new way of doing business that respects people and nature to produce goods of the finest quality, responsibly sourced and crafted with care".

Revenue :Privately Held

SWOT Analysis :

The SWOT Analysis for Swarovski AG is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Production sites present across the globe reducing specific risks and minimizing order delivery timelines. 2. Global presence with over 125 years of experience 3. Diversified portfolio of products 	<ol style="list-style-type: none"> 1. China is the biggest market of the company. 2. Prices are not mentioned on the website making it difficult for customers to compare. 3. Thin margins and fleeting customer loyalty negatively impacting the company.
Opportunities	Threats
<ol style="list-style-type: none"> 1. Focus on higher quality products with unique designs rather than catering to everyone. 2. Combination of offline and online market is providing opportunities for the company to reach a larger audience. 	<ol style="list-style-type: none"> 1. Changes in fashion trends and consumer preferences greatly affects sales. 2. Wholesale business faces cheaper competition from Egypt and China 3. The company's produce demands consumption of natural resources which are limited. 4. The negative impact of the pandemic might continue.

PESTLE Analysis :

The PESTLE Analysis for Swarovski AG is given below:

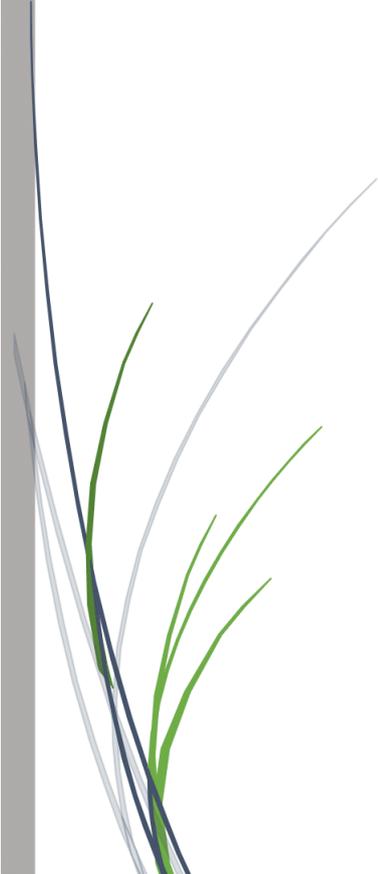
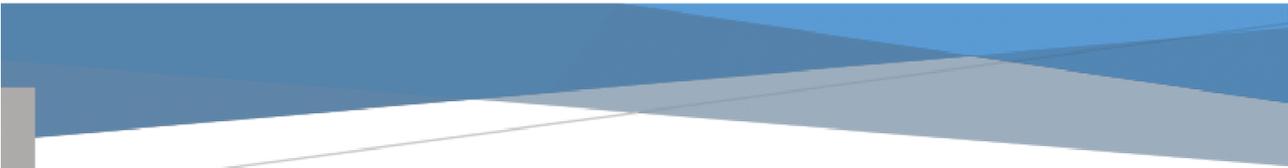
<p style="text-align: center;">Political</p> <p>1.Uncertainties regarding Brexit led to increase in production prices.</p>	<p style="text-align: center;">Economical</p> <p>1.Due to the current recessionary situation, the demand for expensive gems has reduced 2.Fluctuations in currency rates impact the financial performance.</p>
<p style="text-align: center;">Social</p> <p>1.Increased use of digital platforms by millennials for their purchases. 2.In recent times customers prefer to mix high-end designers with fast fashion alternatives.</p>	<p style="text-align: center;">Technological</p> <p>1.Innovation in crystal cutting technology to meet customer demands. 2. Investment in burners using oxygen fuel technology to promote sustainable production.</p>
<p style="text-align: center;">Legal</p> <p>1.Problems in sourcing of gemstones</p>	<p style="text-align: center;">Environmental</p> <p>1.To increase sustainability, use of renewable resources. 2.Increased focus towards water consumption</p>

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