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URBAN OUTFITTERS SWOT & PESTLE ANALYSIS

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Company Name : Urban Outfitters

Company Sector : Consumer Cyclical

Operating Geography : USA, North America, Global

About the Company :

Urban Outfitters, Inc. (URBN) is a multibillion-dollar lifestyle retailer based in Philadelphia, Pennsylvania. It has operations in the United States, Sweden, the United Kingdom, France, Germany, Portugal, Ireland, Belgium, Canada, Italy, the Netherlands, Poland, and the United Arab Emirates. Urban Outfitters sells women's and men's fashion apparel, footwear, beauty and wellness products, accessories, activewear and gear, and housewares, as well as music, primarily vinyl records and cassettes, to young adults. The company's wholesale division designs and manufactures much of the merchandise under multiple private labels. Richard Hayne, Judy Wicks, and Scott Belair founded the company as the retail store - Free People in 1970 as a project for a University of Pennsylvania entrepreneurship class. In 1976, it was renamed as Urban Outfitters. Within the Urban Outfitters, Inc. (URBN) portfolio of brands, which also includes Anthropologie, Free People, Terrain, BHLDN, and the Vetri Family restaurant group, there are multiple stores. In the fourth quarter of fiscal 2022, Urban Outfitters relied more on its digital channel to get customers the fashion apparel they wanted. In the same fiscal, Urban Outfitters added 56 new stores, including 29 Free People Group stores (including 18 FP Movement stores), 17 Urban Outfitters stores, nine Anthropologie Group stores, and one Menus & Venues restaurant.

Urban Outfitters USP lies in it being in the 55th position for World's Top Female-Friendly Companies 2021. Urban's mission statement: "Lifestyle merchandising is our business and our passion. The goal for our brands is to build a strong emotional bond with the customer. To do this we must build lifestyle environments that appeal emotionally, and offer fashion correct products on a timely basis. Our customers are the reason and the inspiration for everything we do."

Revenue :

\$ 3.98 billion - FY ending 31st January 2020 (y-o-y growth 0.8%)

\$ 3.95 billion - FY ending 31st January 2019

SWOT Analysis :

The SWOT Analysis for Urban Outfitters is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Wide range of offerings catering to different consumer tastes 2. Established reputation and well-located stores 3. Loyalty programs to retain existing members and attract new customers 	<ol style="list-style-type: none"> 1. Reliance on third-party brands 2. Loss of in-store sales due to COVID-19 3. Suffered from supply chain disruptions in 2020 4. Delivery and logistics expenses are higher than competitors
Opportunities	Threats
<ol style="list-style-type: none"> 1. Opening more stores in emerging markets of Asia 2. Expand Menus and Venues segment to generate more revenue 3. Identify and adapt to new fashion trends ahead of competitors 	<ol style="list-style-type: none"> 1. Exchange rate fluctuations can raise costs 2. Highly competitive industry with frequent entry of new entrants 3. International expansion will raise operational and regulatory compliance costs

PESTLE Analysis :

The PESTLE Analysis for Urban Outfitters is given below:

Political	Economical
<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 	<ol style="list-style-type: none"> 1. Weak economy leads to lower consumer discretionary spending 2. Rising fuel prices increase logistical costs
Social	Technological
<ol style="list-style-type: none"> 1. Increasing number of consumers are shifting to e-commerce 2. Growing demand for size-inclusive fashion 	<ol style="list-style-type: none"> 1. Using AI based data analytics to understand consumer preferences
Legal	Environmental
<ol style="list-style-type: none"> 1. Firms have to comply with consumer data protection laws 2. International operations require compliance with US Foreign Corrupt Practices Act 	<ol style="list-style-type: none"> 1. Growing importance of using sustainable materials for clothing

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Client Support:
support@swotandpestle.com