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CALERES INC. SWOT & PESTLE ANALYSIS

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Company Name : Caleres Inc.

Company Sector : Footwear

Operating Geography : United States, North America, Global

About the Company :

Headquartered in Clayton, Missouri, United States, Caleres Inc. is an American footwear company founded in 1878 as Bryan, Brown and Company. On May 27, 2015, the company name was changed from Brown to Caleres. The company owns a variety of footwear brands which are as follows: Ryka, Allen Edmonds, Famous Footwear, Life Stride, Franco Sarto, Via Spiga, Vince, Carlos and Fergie Footwear. Initially the company was in St. Louis with only five skilled shoemakers from New York; later it grew quickly and became successful as Caleres Inc. As of early 2022 the number of employees in Caleres Inc. were 9,200 people. Caleres bagged a Hero Award at the 25th Annual Accessories Council Excellence (ACE) awards for making more than 240,000 masks for hospitals during the pandemic. Caleres Brands namely Famous Footwear and Vionic were rewarded in America's Best Loyalty Programs.

Caleres Inc. has always seen the fitness and comfort of its customers. This is defined by Caleres mission statement "Inspire people to feel great feet first". This helps to create sustainable value for all stakeholders. The USP or Unique selling point of Caleres Inc. is the distribution of footwear to more than 1,900 retailers in the U.S and Canada and more than 60 countries all around the world. Today Caleres Inc. is the most coveted footwear brands representing diverse lifestyle. It has a perfect fit and choice for all its customers and makes sure of meeting all the aspects of innovations and designs. In future it aims to be the most desired and strongest brand in the market.

Revenue :

US\$ 2,777.6 million - FY ending 29th January 2022

US\$ 2,117.1 million - FY ending 30th January 2021

US\$ 2,921.6 million - FY ending 31st January 2020

SWOT Analysis :

The SWOT Analysis for Caleres Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Large and diversified product portfolio catering to different tastes 2.Well-known brand with strong retail presence 3.Good understanding of rapidly evolving consumer trends 4.Strong and consistent financial performance 	<ul style="list-style-type: none"> 1.Small percentage of revenue from private label merchandise 2.High dependence on products sourced from China 3.Brand exits and retail store closures to lead to lower sales
Opportunities	Threats
<ul style="list-style-type: none"> 1.Leverage opportunities in growing e-commerce sector 2.Enhance online platform to improve customer experience 3.Expanding global footprint to increase scale of business 	<ul style="list-style-type: none"> 1.Store closures due to pandemic 2.High competition in the footwear industry 3.Disruptions in supply chain leading to delayed inventory

PESTLE Analysis :

The PESTLE Analysis for Caleres Inc. is given below:

Political	Economical
1.Trade war with China leading to higher tariffs 2.New US-Canada agreement may change tariffs and trade policies	1.Fall in consumer discretionary purchases 2.Expansionary monetary policies to help in economic recovery
Social	Technological
1.Work-from-home culture accelerating demand for casual footwear 2.Rising trend of athleisure among the younger consumers	1. Use of AI to personalize consumer experience
Legal	Environmental
1.Producer Code of Conduct ensures that human rights are upheld in the supply chain 2.Rising number of data protection laws	1.Popularity of using sustainable materials for footwear 2.Eliminating plastic in packaging 3.Demand for vegan and cruelty-free products

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Client Support:
support@swotandpestle.com