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CHANEL SWOT & PESTLE ANALYSIS

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Company Name : Chanel

Company Sector : Fashion & Lifestyle

Operating Geography : United Kingdom, Europe, Global

About the Company :

Chanel is a high-end fashion house founded by Gabrielle Chanel at the turn of the century in 1910 with its headquarters in London, United Kingdom. Its products include Ready-to-Wear, Leather Goods, Fashion Accessories, Eyewear, Fragrances, Makeup, Skincare, Jewelry, and Watches. CHANEL is also noted for its Haute Couture collections, which are showcased twice a year in Paris, and for having amassed a huge number of specialist suppliers known as the Métiers d'Art. There are more than 120 boutiques in the company's global network. Chanel also owns lingerie and swimwear company Eres and runs seven ateliers through Paraffection, which is controlled by chairman Alain Wertheimer's family. Among the brand's most well-known goods are the Chanel Suit, Chanel No. 5 perfume, and the "little black dress." After the United States, China is Chanel's second-largest beauty market. One-third of Chanel's sales come from the United States, China, and France. The company's items are available through its shops as well as other retailers. CHANEL's Métiers de la Mode signed the "1 jeune, 1 solution" (1 young person, 1 solution) collaboration agreement on January 25th 2022, to support, train, and facilitate the entry into the professional lives of young people under 30 across the country.

Chanel's USP lies in its being one of the first to introduce prêt-a-porter ready-to-wear clothing and is now a global leader in the luxury clothing area enjoying strong brand equity and customer loyalty. The mission statement of Chanel reads, "To be the Ultimate House of Luxury, defining style and creating desire, now and forever."

Revenue :

\$15.6 billion - FY ending 31 December 2021 (y-o-y growth of 49.6%)

\$10.1 billion - FY ending 31 December 2020

SWOT Analysis :

The SWOT Analysis for Chanel is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Chanel is one of the most valuable brands in the world 2.Most popular luxury brand in China 3.Strong social media following 4.Popular celebrity endorsement 5.Consistent strong financial performance over the years 	<ol style="list-style-type: none"> 1.Passing of Chanel's creative director Karl Lagerfeld 2.Limited target market due to its product being in premium category 3.Fashion category not available for sale through online channel
Opportunities	Threats
<ol style="list-style-type: none"> 1.Omni Channeling the business for improved customer experience 2.Opportunity to expand into emerging markets 3.Fashion show to create buzz and increasing brand visibility 4.Improving overall sales by adding fashion category in online sales channel 	<ol style="list-style-type: none"> 1.Increasing covid cases affecting company revenue 2.Counterfeits product available in the market 3.Calls for boycott of French goods in Islamic countries 4.Currency risk due to fluctuating exchange rate

PESTLE Analysis :

The PESTLE Analysis for Chanel is given below:

Political	Economical
1.Dispute between France and Middle East due to France's stance on freedom of speech 2.Changes in tax rates on luxury goods in China	1.Rising covid cases affecting economic trends across globe 2.Downward drag on company sales due to rising global inflation
Social	Technological
1.Changing consumer behavior due to Covid-19 2.Millennials prefer buying from socially responsible brands	1.Virtual & Augmented reality for better consumer experience 2.Using blockchain to tackle counterfeit products
Legal	Environmental
1.Legal dispute between Chanel and RealReal 2.Business impact due to trademark dispute	1.Increasing pressure by animal rights group over the use of Fur 2.Focus on reduction of greenhouse gas emissions

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