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CATCH.COM.AU SWOT & PESTLE ANALYSIS

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Company Name : catch.com.au

Company Sector : E-Commerce

Operating Geography : Australia, New Zealand, Global

About the Company :

Catch.com.au Pty Ltd (herein after referred to as Catch) is an Australian e-commerce marketplace and a part of Wesfarmers Group. Its headquarters is at Melbourne, Australia. Catch was founded by Gabby Leibovich and Hezi Leibovich in Melbourne in 2006. Initially, it used to resell products bought from third-party suppliers through eBay. It soon launched catchoftheday.com.au where it sold a number of heavily discounted products and introduced a new deal every day. Catch was an early pioneer and innovator of the deals of the day online retail model in Australia. In June 2019, it was acquired by Wesfarmers Group for \$230 million as part of the strategic plan of Wesfarmers group to boost their e-commerce retail market. It is now a part of Kmart group of businesses within Wesfarmers group which include Kmart, Target, and now Catch. Catch's business model comprises of two parts, i.e, first-party retail and Catch Marketplace. To support its high-volume e-commerce business, Catch.com.au has chosen Blue Yonder's cloud-based warehouse management system (WMS) and labour management solution. One of Blue Yonder's WMS implementation partners, Open Sky Group, will assist in the design, configuration, and deployment of both solutions. In Q1 2022, a new fulfilment centre opened in Sydney in response to rising e-commerce demand.

The USP of Catch.com is that it is ranked 10th position in Australia e-commerce & shopping marketplace. Catch's vision is to be the trusted destination where Australians start their shopping journey. The business leverages its unique Australian brand identity to engage its customers with an emphasis on range, value and the shopping experience.

Revenue :

528 million– FY ending 30th June 2021 (y-o-y growth 45%)

364 billion – FY ending 30th June 2020

SWOT Analysis :

The SWOT Analysis for catch.com.au is given below:

Strengths	Weaknesses
<p>1. Leading E-commerce platform in Australia that provides access to large number of brands on its platform and has 200000+ subscribers.</p> <p>2. Operates both as a low-price daily deal website and marketplace for sellers.</p> <p>3. Owns and operates several original brands like brand exclusive, the home etc. through acquisitions.</p> <p>4. Company has a strong digital presence and executes smart digital strategies to drive growth.</p> <p>5. Strong delivery network covering wide range of locations and options for store pickup at partner stores.</p>	<p>1. The company is still unprofitable despite operating for 16 years.</p> <p>2. Company is present only in Australia and New Zealand which are small markets.</p> <p>3. Involved in several disputes in the past and it may harm the reputation of the company in future.</p>
Opportunities	Threats
<p>1. Implement digitalization in operations to build a strong supply chain.</p> <p>2. Capture the growing e-commerce market in Australia.</p>	<p>1. Changing regulations of the Australian e-commerce market can affect the company.</p> <p>2. Increasing competition in the Australian e-commerce market can affect the market share of the company.</p> <p>3. Labor shortages may affect operations of the company.</p>

PESTLE Analysis :

The PESTLE Analysis for catch.com.au is given below:

Political	Economical
1.India and Australia have entered into a trade pact agreement which also includes e-commerce.	1.The revenue of the Australian e-commerce industry is likely to reach USD 32.3 billion by 2024. 2.E-commerce growing amid high inflation rate since June 202
Social	Technological
1. "],[" Social	1.An Increasing number of Australian consumers are moving to online stores for shopping. 2.Discounts and promotional offers are the key drivers of consumers to e-commerce. ", "
Legal	Environmental
1.Companies are transforming their supply chain digitally to improve efficiency. 2.Warehouse automation can help in solving the labour shortage problems. 3.Use of data analytics in e-commerce helps in making personalized recommendations to the consumers. "],[" Legal	1.'ACCC' is concerned about the online marketplace in Australia and may come up with new regulatory framework. 2.Data privacy is a major concern in the online marketplace and regulations are important to control data leakage. ", "

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