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LANDS' END SWOT & PESTLE ANALYSIS

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Company Name : Lands' End

Company Sector : Retail, Clothing, Home Decor

Operating Geography : United States, North America, Global

About the Company :

Lands' End is a clothing and home decor retailer headquartered in Dodgeville, Wisconsin, United States. Casual apparel, luggage, and home goods are among its specialities. The company mail-order and Internet sales account for the majority of its revenue, but it also operates retail stores, mostly in the Upper Midwest, as well as foreign locations in the United Kingdom, Germany, Japan, France, and Austria. In 1963, Lands' End opened its doors in Chicago as a mail-order yachting equipment company. Gary Comer, Richard Stearns, and Robert Halperin, as well as two of Stearns' employees, created the company. Apparel and non-apparel are two of the company's product categories. The Non-apparel category comprises accessories, footwear, and domestic items. The business provides embroidery, monogramming, gift wrapping, shipping, and other services. The company sells sheets, pillowcases, duvet covers, comforters, blankets, throws, mattress pads, towels, carpets & mats, school uniforms, and shower curtains. In 2022 Lands' End expanded its partnership with Draper James to launch sleepwear and home collections for women.

Lands' End's USP lies in its being a prominent uni-channel retailer specialising in high-quality apparel for the family and the house. The mission statement of Lands' End reads, "A More Comfortable World. We care about our employees, our community and our planet".

Revenue :

US\$ 1,636.6 million - FY ended 31 January 2022

US\$ 1,427.4 million - FY ended 31 January 2021

SWOT Analysis :

The SWOT Analysis for Lands' End is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. 50+ year old company in the US with a wide range of product offerings 2. Varied distribution channels with expanding retail presence 3. Delivered profitable growth by effectively managing SG&A cost structure 4. Lands' End has attractive loyalty incentives for customers 	<ul style="list-style-type: none"> 1. High dependence on third party vendors and sources 2. Company has high debt to equity ratio 3. Several lawsuits against Lands' End
Opportunities	Threats
<ul style="list-style-type: none"> 1. Improve digital platforms and become a data-driven business 2. Improve PDP, checkout and overall site speed 3. Further expand e-commerce, online platforms and retail presence 4. Enhance personalization capabilities to establish new B2B partners 	<ul style="list-style-type: none"> 1. Clothing Industry is highly competitive 2. Lands' End experiences seasonality in business

PESTLE Analysis :

The PESTLE Analysis for Lands' End is given below:

Political	Economical
1.Lockdowns implemented by government due to global pandemic 2.Brexit to create uncertain business environment	1.Fluctuations in prices of inputs to impacts revenue for businesses 2.Impact of COVID-19 on American economy
Social	Technological
1.Consumer shift to e-commerce websites for shopping 2.Customer attraction programs, deals and rewards allow customer retention	1.Integration of AI and machine learning in apparel businesses 2.Rise of data-driven intelligence and decisions
Legal	Environmental
1.Laws regulating consumer data usage and privacy	1.Push for sustainable sourcing of raw materials and environment-friendly materials 2.Companies becoming greener to address climate change risk

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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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