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CHRISTIAN DIOR SA SWOT & PESTLE ANALYSIS

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Company Name : Christian Dior SA

Company Sector : Fashion & Lifestyle, Apparel, Accessories

Operating Geography : Europe, France, Global

About the Company : Christian Dior SA is a Paris based luxury goods company which was founded in 1946 and currently mainly deals in 6 product lines - Fashion and Leather Goods, Christian Dior Couture, Selective Retailing, Watches and Jewellery, Wines and Spirits and Perfumes and Cosmetics. The Company has a vast distribution network of company-owned stores and licences distributors in Europe, USA, Japan and Asia-Pacific. It has a total of 84,981 employees.

Revenue :

46.8 billion – FY ending December 2018 (y-o-y growth 0.25%)

43,666 billion – FY ending December 2017

SWOT Analysis :

The SWOT Analysis for Christian Dior SA is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Exclusiveness of its products 2.Ownership of exceptional brands e.g. Louis Vuitton, perfumes Christian Dior and Zenith 3.Presence of real estate expertise across group 4.Maintenance of financial flexibility 	<ul style="list-style-type: none"> 1.Presence limited to US, Europe, Japan and some parts of Asia 2.Seasonality of demand 3.Foreign Exchange risk
Opportunities	Threats
<ul style="list-style-type: none"> 1.Chance of consolidation and buying smaller competitor 2.Expansion in male product portfolio 3.Increasing technological innovation 4.Expansion in emerging markets- Taiwan, Thailand and India 	<ul style="list-style-type: none"> 1.Counterfeiting and parallel distribution 2.International exposure and uncertainties 3.Fluctuations in number of tourists 4.Strong competition from brands such as Chanel

PESTLE Analysis :

The PESTLE Analysis for Christian Dior SA is given below:

Political	Economical
1.No significant political affiliation	1.Strong GDP growth in emerging markets 2.Volatile currency movements
Social	Technological
1.Shifting of consumer preferences	1.Initiatives for digital transformation 2.Offering immersive experience to customers using virtual reality
Legal	Environmental
1.Strong compliance standards for suppliers 2.PETA allegations over cosmetic testing	1.Low visibility in sustainability reporting

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Client Support:
support@swotandpestle.com