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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:

<p style="text-align: center;">Political</p> <p>1.No significant political affiliation</p>	<p style="text-align: center;">Economical</p> <p>1.Strong GDP growth in emerging markets 2.Volatile currency movements</p>
<p style="text-align: center;">Social</p> <p>1.Shifting of consumer preferences</p>	<p style="text-align: center;">Technological</p> <p>1.Initiatives for digital transformation 2.Offering immersive experience to customers using virtual reality</p>
<p style="text-align: center;">Legal</p> <p>1.Strong compliance standards for suppliers 2.PETA allegations over cosmetic testing</p>	<p style="text-align: center;">Environmental</p> <p>1.Low visibility in sustainability reporting</p>

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