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## DILLARD'S INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Dillard's Inc.

**Company Sector :** Fashion Retail

**Operating Geography :** United States, North America, Global

**About the Company :**

Dillard's, Inc., headquartered in Little Rock, Arkansas, is an upscale American department store business with over 277 locations across 29 states. It also operates an Internet store at [dillards.com](http://dillards.com). In 1938, William Thomas Dillard established the company. The business offers fashion garments, cosmetics, home furnishings, and other consumer goods in retail stores. Construction and Retail Operations are the segments through which it works. The retail operations section includes the sale of cosmetics, women's clothing, lingerie, men's clothing and accessories, junior and children's clothing, shoes, and items for the home and furnishings. The Construction division uses CDI Contractors, LLC to build and renovate retail spaces. Discount sales are uncommon at Dillard's locations, which instead rely on an everyday pricing strategy based on local competitiveness, supported by an advanced computerized inventory and sales system. As of early 2023, it has over 29,900 employees.

Dillard's USP lies in its being a leading department store chain in the US and carries a wide variety of multi-brand accessories. The mission statement of Dillard's reads, "The Company focuses on delivering style, service, and value to its shoppers by offering compelling apparel, cosmetics, and home selections complemented by exceptional customer care".

**Revenue :**

US\$ 6,493 million- FY ending 30th January 2022 (y-o-y increase 51%)

US\$ 4,300.9 million- FY ending 30th January 2021

**SWOT Analysis :**

The SWOT Analysis for Dillard's Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong Supply Chain network to provide efficient storage and distribution capabilities</li> <li>2.Diverse sales channels allow Dillard to broaden its customer base while increasing overall profitability</li> <li>3.Dillard's international shipping network allows it to capture customer base across the globe</li> <li>4.Diversified product portfolio mitigates the risks and offers broader set of choices to customers</li> </ul>	<ul style="list-style-type: none"> <li>1.Lawsuits filed against Dillard's Inc may impact its profitability and damage its reputation</li> <li>2.Limited geographical presence can hamper Dillard's business growth and is prone to market risks</li> <li>3.Liabilities due to leasing and ownership of significant real estate</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Strategic expansion is possible as US apparel retail market is expected to grow at a substantial rate</li> <li>2.Footwear market is expected to grow which will benefit Dillard's business</li> <li>3.Positive outlook on US online retail market can benefit Dillard's business.</li> </ul>	<ul style="list-style-type: none"> <li>1.Rising Labor costs in the US can reduce profitability</li> <li>2.Intense competition from various apparel retailers at regional, national, and international levels</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for Dillard's Inc. is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.US government laws on ecommerce at local, state, and federal levels will impact Dillard's retail business.</p> <p>2.The Garment Worker Protection Act signed by California governor will impact the labor wages and benefits being paid.</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Fashion accessories market is expected to grow at a substantial rate.</p> <p>2.Increasing labour costs will impact profitability</p> <p>3.Positive outlook on US apparel retail market</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Consumers increasingly opting to shop online will open opportunities for Dillard's online retail growth</p> <p>2.Changing consumer preferences towards fashion accessories leading brands to launch new products</p> <p>3.Consumers increasingly demanding sustainable fashion will impact Dillard's fashion retail business</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Strong focus on digital transformation will optimize Dillard's business operations</p> <p>2.Strong inventory management through data driven approach will enhance competitiveness</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Lawsuits filed against Dillard's Inc may impact its profitability and damage its reputation</p> <p>2.The Fashion Sustainability and Social Accountability Act aims to regulate the apparel industry by setting sustainability reporting requirements.</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Strong focus on reducing carbon footprint through efficient energy management</p>

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