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PANDORA AS SWOT & PESTLE ANALYSIS

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Company Name : Pandora AS

Company Sector : Jewelry, Fashion and Lifestyle

Operating Geography : Denmark, Europe, Global

About the Company :

Pandora AS is a Danish jewellery producer and retailer with its headquarters in Copenhagen, Denmark. The company was established by Danish goldsmith Per Enevoldsen and, his then-wife, Winnie Enevoldsen in 1982. Pandora creates hand-finished and contemporary jewellery from high-quality materials and sells it at a reasonable price. The company has a manufacturing facility in Thailand and sells its products in over 100 countries across six continents through over 6,700 retail outlets including over 2,700 concept stores. Bracelets, charms, earrings, necklaces and pendants, presents, and rings are among the company's offerings. Pandora is the brand name for the products, which are also accessible online through eSTORE. The company offers solid sterling silver and 14 or 18-carat gold jewellery with gemstones, cultured pearls, glass, and other materials under the jewellery materials area. Franchises of the company's stores are also available. Pandora is present across the Americas, the Middle East and Africa, Europe, and the Asia-Pacific region. Pandora signed a MoU in May 2022, to establish a new jewellery-making factory in Vietnam's Singapore Industrial Park 3 (VSIP).

Pandora AS's unique selling point lies in its being the world's largest jewellery company. The mission statement of the company reads, "Pandora's mission – then and today – is to offer women across the world a universe of high-quality, hand-finished, modern and genuine jewellery products at affordable prices, thereby inspiring women to express their individuality".

Revenue :

DKK 23,394 million – FY ended 31st Dec 2021 (y-o-y growth 23.07%)

DKK 19,009 million – FY ended 31st Dec 2020

SWOT Analysis :

The SWOT Analysis for Pandora AS is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Innovative approaches to product offerings 2. One of the world's largest jewelry brands with grip on the market 3. Diversified product portfolio of jewellery 4. Strong brand image in luxury market 5. Capable online sources of revenue post pandemic 	<ul style="list-style-type: none"> 1. Removal of government fiscal support may reveal underlying scarring 2. Overdependence on Moments and Collab \u2013 the core business
Opportunities	Threats
<ul style="list-style-type: none"> 1. Partnership with Macy's for national rollout 2. Recovery from COVID-19 may increase revenues 3. Transitioning into a sustainable business 4. Relaunch of Pandora ME promises higher revenue from Gen Z 	<ul style="list-style-type: none"> 1. Diversion of personal disposable income to travel and services may impact revenues 2. Impact of COVID-19 significantly impacted Asian & Australian markets in 2021 3. Geopolitical unrest in 2022 a factor of uncertainty for Pandora

PESTLE Analysis :

The PESTLE Analysis for Pandora AS is given below:

Political	Economical
1.Geopolitical tensions in Russia-Ukraine 2.Stimulus packages being slimmed down	1.Economic recovery from the pandemic in the US 2.Inflationary pressures and higher interest rates in the US 3.Uncertain macroeconomic environment post COVID-19
Social	Technological
1.Increasing popularity of luxury items among Gen Z and millennials 2.Inclusive and diverse workforce being encouraged	1.Increasing popularity of digitalisation due to greater accessibility 2.Using technology to drive sustainability
Legal	Environmental
1.Potential lawsuits and litigations	1.Sustainability being included in core business strategies 2.Climate conscious reforms driven by the pandemic

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