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BJ'S WHOLESALE CLUB HOLDINGS INC. SWOT & PESTLE ANALYSIS

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Company Name : BJ's Wholesale Club Holdings Inc.

Company Sector : Wholesale, Consumer Staples

Operating Geography : United States, North America, Global

About the Company :

Commonly referred as BJ's, BJ's Wholesale Club Holdings, Inc. is an American membership – only warehouse club chain headquartered in Westborough, Massachusetts, United States. BJ's Wholesale Club is the leading operator in the Eastern United States which operates over 215 clubs in 17 states. Founded in 1984, the term “BJ” is coined from the name Beverly Jean, who was the daughter of the first president of the company. It operates under the following sections: Perishables, Edible Grocery, Non-Edible Grocery, Gasoline, General Merchandise and other Ancillary Services. The Edible Grocery segment caters to the following items: meat, dairy, bakery and frozen products. The Perishable segment includes beverages and packaged food. The Non-Edible Perishable segment consist of paper products, disinfectant, detergents, adult and baby care products, beauty care and pet foods. The General Merchandise and Gasoline segment comprises of electronics, apparel, gift cards, seasonal goods and small appliances. In June 2022 BJ's Wholesale Club will be celebrating the opening of four new clubs in New Albany, Noblesville and Midlothian. The expansion of clubs has helped them in a positive overall growth for a shining future. In March 2022 the club launches Same - Day Select and Same – Day delivery offers for members. The number of employees as of 2022 are 34,000.

The mission statement of BJ'S Wholesale Club is committed to “delivering outstanding products at an unbeatable value to our members”. The Unique Selling Proposition or USP of BJ'S Wholesale Club Holdings, Inc. lies in helping families to save their money by introducing various customer friendly schemes and discounts especially on groceries.

Revenue :

\$15.4 billion - FY ending 30th January 2021 (y-o-y growth 19.4%)

\$12.9 billion - FY ending 1st February 2020

SWOT Analysis :

The SWOT Analysis for BJ's Wholesale Club Holdings Inc. is given below:

Strengths	Weaknesses
1.Growing consumer base with high retention rates 2.Prices lower than competitors 3.Wider selection of fresh food and deli meat offerings compared to competitors	1.Annual membership fee is high 2.Products are supplied by third party manufacturers 3.Loss of store traffic due to pandemic 4.Poor customer service reviews online
Opportunities	Threats
1.Increasing digital engagement through app 2.Expanding market share by opening more Clubs 3.Upgrading product assortment and services to beat competitors 4.Responding to consumer trends ahead of competitors	1.Faces high competition from retailers and wholesalers 2.Delivery delays disruptions from suppliers can reduce business 3.If vendors raise prices, cost of business goes up

PESTLE Analysis :

The PESTLE Analysis for BJ's Wholesale Club Holdings Inc. is given below:

Political	Economical
1.Uncertainty over new tariff rules causes confusion 2.Reskilling programs to protect labour 3.Governments around the world announced stimulus worth \$10 trillion	1.Weak economy has led to reduction in discretionary consumer spending 2.Expansionary fiscal measures required to revive the economy
Social	Technological
1.Rise of e-commerce as preferred mode of shopping 2.Rise in demand for private labels	1. Innovation in checkout technology to help improve digital shopping experience
Legal	Environmental
1.DSHEA expanded FDA's regulatory authority over dietary supplements. (10) 2.Government should implement labour protection laws to prevent layoffs	1.Shortage of natural resources leading to supply chain volatility 2.6% of total electricity at BJ's is solar powered

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Client Support:
support@swotandpestle.com