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POSHMARK INC. SWOT & PESTLE ANALYSIS

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Company Name : Poshmark Inc.

Company Sector : Social Commerce Marketplace

Operating Geography : United States, North America, Global

About the Company :

Poshmark, Inc. is a social marketplace for new and used fashion for men, women, children, pets, homes, and more that blends the in-person interaction of traditional retail with the scale, reach, ease, and selection benefits of online purchasing. The business's main office is in Redwood, California. The business was established in 2011 by Manish Chandra. The company organises its marketplace into lifestyle categories, such as clothing, footwear, home goods, beauty products, and pets. Buyers' discovery and purchase processes are made easy and alluring by their social aspects, which promote high engagement and retention. To create a pleasant buying experience, it enables customers to find, connect, and curate their network and news feed with those of other users who have similar tastes in fashion and personal preferences. Various social tools, such as share, like, follow, comment, offer, and luxury parties, are included in the Company's application. Storefront services, social marketing services, logistics and payment services, customer support services, and the heart and hustle community fund are among its seller offerings. Poshmark in April 2022 announced the extension and expansion of its partnership with Affirm - the payment network.

Poshmark's USP is that it is a leading social marketplace for new and pre-owned fashion, with 80 million members registered throughout the US, Canada, and Australia. The mission statement of the company reads, "to build the world's most connected shopping experience while empowering people to build thriving retail businesses".

Revenue :

\$ 326.0 million - FY ending 31st December 2021 (y-o-y growth 25%)

\$ 261.6 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Poshmark Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Asset light business model enables scalability and favorable capital dynamics 2.Vast and curated social marketplace 3.Large number of active buyers over 7.6 million 4.Seamless proprietary technology and data make the selling and buying experience easy. 5.Acquisitions and partnerships have helped the company to improve its services 6.Personalized buying and selling experience through interactions and engagement. 	<ol style="list-style-type: none"> 1.Fluctuations in the profit level indicate instability 2.Platform experience can be affected due to the services provided by sellers
Opportunities	Threats
<ol style="list-style-type: none"> 1.Expand operations into new countries 2.Add bigger brands to the platform to increase product offerings 3.Drive product innovation to improve buying and selling experience on the platform 	<ol style="list-style-type: none"> 1.Increasing competition can affect the growth 2.Rising covid-19 cases can affect the services of the company 3.Supply chain disruptions can delay deliveries 4.Selling of counterfeit products can affect the reputation of the company

PESTLE Analysis :

The PESTLE Analysis for Poshmark Inc. is given below:

<p style="text-align: center;">Political</p> <p>1.Ukraine-Russia war has disrupted the global supply chain.</p>	<p style="text-align: center;">Economical</p> <p>1.Shipping costs are increasing due to global disruptions in supply chain.</p>
<p style="text-align: center;">Social</p> <p>1.Second hand fashion market is growing rapidly and can become multi-billion-dollar industry</p> <p>2.Personalization has become an important trend in the online marketplace</p>	<p style="text-align: center;">Technological</p> <p>1.Big data technology is playing an important role in decision making in online marketplace companies.</p> <p>2.Cybersecurity is becoming important for the companies to protect their security and information.</p> <p>3.AI are being implemented on social commerce platforms to improve communication.</p>
<p style="text-align: center;">Legal</p> <p>1.'ACCC' may come up with new regulatory framework for online marketplace in Australia.</p> <p>2.Data privacy regulations are becoming important to control data leakage in online marketplace.</p> <p>3.Shop Safe Act 2020, was passed in US to prevent the selling of counterfeit products on online marketplaces</p>	<p style="text-align: center;">Environmental</p> <p>1.Circular fashion is booming in order to reduce waste generated</p>

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The complete report for **Poshmark Inc.** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



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