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CAMPING WORLD HOLDINGS INC. SWOT & PESTLE ANALYSIS

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Company Name : Camping World Holdings Inc.

Company Sector : Recreational Vehicles (RVs)

Operating Geography : United States, North America, Global

About the Company :

An American company, Camping World Holdings, Inc. specialises in the sale of recreational vehicles (RVs), RV parts, and RV service. The business's main office is in Lincolnshire, Illinois. In 1966, Camping World opened a modest shop in Beech Bend Park. In addition to having over 180 retail and service facilities across 46 states the business also conducts online and mail-order business. The business is divided into the Good Sam Services and Plans and RV and Outdoor Retail sectors. The following products are sold through its Good Sam Services and Plan segment: Roadside assistance plans for emergencies, travel aid programmes, property and casualty insurance policies, extended care service agreements, help with vehicle financing and refinancing, consumer fairs and events, and consumer periodicals and directories RV and Outdoor Retail segment is involved in the sale of new and used recreational vehicles, commissions on financing and insurance contracts relating to the purchase of RVs, the sale of RV service and collision work, the sale of RV parts, accessories, and supplies, the sale of outdoor goods, equipment, gear, and supplies, business-to-business distribution of RV furniture, and the sale of Good Sam Club memberships and co-branded credit cards. The company's Richardson's RV Centers acquisition in May 2022 was the largest acquisition in company history and has strengthened Camping World's position as the Number 1 RV dealer in California.

The company's USP is that it is the largest supplier of RV parts and supplies in the world, with a national network of RV dealerships, service centres, and customer support centres, as well as the most extensive online presence in the sector and a highly-trained and knowledgeable staff serving its customers. The mission statement of the company reads, "To consistently enhance the RV experience for our customers as the industry leader, we strive to make our customers smile by providing friendly service"

Revenue :

US\$ 6,913.75 million - FY ending 31st December 2021 (y-o-y growth 27%)

US\$ 5,446.59 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Camping World Holdings Inc. is given below:

| Strengths | Weaknesses |
|---|---|
| <ol style="list-style-type: none"> 1.Rapid expansions in new and existing markets through acquisitions. 2.America's largest retailer of Recreational Vehicle (RVs) and related products. 3.Integrated platform driving expansive camping eco-system 4.National network of RV dealerships and service centers 5.Strong growth in revenue over the years | <ol style="list-style-type: none"> 1.Sales is dependent on availability of financing. 2.Dependence of external manufacturers like Thor Industries, Inc. and Forest River, Inc. 3.Dependency on limited fulfillment and distribution centers 4.Dependence on third-party providers of services, protection plans, products and resources 5.High expenses of all their real properties which are on lease 6.They have been named in several litigations which involves substantial costs and harms reputation |
| Opportunities | Threats |
| <ol style="list-style-type: none"> 1.Offer vertically integrated end-to-end experience for the adventurers 2.A steady growing market for Recreational vehicles | <ol style="list-style-type: none"> 1.Disruptions to operations and sales due to global crisis like Covid-19 2.Increasing competition in the RV market 3.The business is subject to numerous federal, State and local regulations 4.Significant increase in fuel prices in the United States |

PESTLE Analysis :

The PESTLE Analysis for Camping World Holdings Inc. is given below:

| | |
|--|--|
| <p style="text-align: center;">Political</p> <p>1.Effect of US tariffs on Chinese goods.</p> | <p style="text-align: center;">Economical</p> <p>1.Rising fuel prices in the United States 2.Slowdown in the US economy</p> |
| <p style="text-align: center;">Social</p> <p>1.Increasing craze of people for RVs in the US. 2.More and more people are buying cars online, and the company was quick to adapt. 3.Rising adoption of customized RVs for personal residence to help increase sales</p> | <p style="text-align: center;">Technological</p> <p>1.Rising popularity of Peer-to-Peer RV Rentals 2.Implementation of AI to enhance customer service experience 3.Leveraging Virtual Reality tech for demonstrating camping experience</p> |
| <p style="text-align: center;">Legal</p> <p>1.Increase in frequency and size of product liability claims. 2.New and stricter recycling laws.</p> | <p style="text-align: center;">Environmental</p> <p>1.Increasing environment consciousness and regulations restricting emission of greenhouse gases. 2.Battery-powered trailers and motorhomes to drive sustainability</p> |

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