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## RALPH LAUREN CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** Ralph Lauren Corporation

**Company Sector :** Fashion & Lifestyle, Apparel and Accessories

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

**About the Company :** Ralph Lauren Corporation is house of brands for premium lifestyle products. Based in USA, Ralph Lauren deals in apparel, accessories and fragrances with brands like Polo Ralph Lauren, Ralph Lauren Purple Label, Ralph Lauren Collection etc. It was started in 1967 producing only men's ties but later ventured into premium apparels. The company currently employs more than 25,000 employees. Net Income for Fiscal 2016 period was reported at USD 546 million.

**Revenue :** US \$1.9 billion – Fourth Quarter FY 2016

## SWOT Analysis :

The SWOT Analysis for Ralph Lauren Corporation is given below:

| Strengths   | Weaknesses  |
|---|---|
| <ol style="list-style-type: none"> <li>1.Wide range of products</li> <li>2.High brand equity</li> <li>3.Widespread retail chain</li> <li>4.Strong financial growth</li> <li>5.International presence</li> </ol> | <ol style="list-style-type: none"> <li>1.Cyclical nature of business</li> <li>2.High cost of operations</li> <li>3.Design imitations</li> </ol> |
| Opportunities   | Threats   |
| <ol style="list-style-type: none"> <li>1.Increased presence into ecommerce</li> <li>2.Venturing into emerging markets</li> <li>3.Partnership with other stores</li> <li>4.Diversification</li> </ol>            | <ol style="list-style-type: none"> <li>1.Fluctuating exchange rates</li> <li>2.Threat from competitors</li> </ol>                               |

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