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BIG LOTS INC. SWOT & PESTLE ANALYSIS

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Company Name : Big Lots Inc.

Company Sector : Retail

Operating Geography : United States, North America, Global

About the Company :

Big Lots Inc. is a home discount retailer with its corporate office in Columbus, Ohio. It was established in 1967. The firm has stores all across the country and also has an online presence. Food, consumables, soft home, hard home, furniture, seasonal, apparel, electronics, and other items are among its product categories. Beverage, grocery, specialty, and pet food areas are all part of the food. The Consumables section comprises plastics, chemical, health, beauty, and cosmetics divisions. The Soft Home has divisions for home furnishings, frames, fashionable bedding, functional bedding, colorful fabrics, and area rugs. Small appliances, tabletop, food preparation, stationery, house maintenance, home organizing, and toys are all included in The Hard Home. The furniture includes sections for mattresses, ready-to-assemble items, and case goods. The seasonal category includes the summer, Christmas, and other holiday divisions as well as the lawn & garden section. The "Apparel, Electronics, & Other" area also includes jewelry, hosiery, and candy and snack aisles. The company announced a new agreement with DoorDash in September 2022, to provide customers with on-demand delivery of its home necessities from more than 1,400 Big Lots locations spread over 48 states.

Big Lots Inc.'s USP is that it is the leading home discount retailer and a Fortune 500 company, operating 1,432 locations in 47 states, as well as having the greatest e-commerce platform with extended capabilities via BOPIS, curbside pickup, Instacart, and same-day delivery across thousands of items. The mission statement of Big Lots reads, "Delivering unmatched value through surprise and delight. Building a "best places to work" culture. Rewarding shareholders with consistent growth and top-tier returns. Doing good as we do well".

Revenue :

\$6199 million - FY ending 30th January 2021 (y-o-y growth 16.46%)

\$5323 million - FY ending 1st February 2020

SWOT Analysis :

The SWOT Analysis for Big Lots Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.The company has over 1400 stores with substantive digital presence. 2.The company has a diversified portfolio of products thereby reducing specific risk. 3.Strong vendor relationships help in sourcing quality materials at lower prices. 4.Sells goods below prices of discount retailers and traditional retailers. 5.Growing base of loyal customers 	<ol style="list-style-type: none"> 1.Almost all stores are leased increasing the cost of operations. 2.Dependence on manufacturers located in foreign countries. 3.Involved in various litigations and regulatory actions. 4.All stores all located in United States.
Opportunities	Threats
<ol style="list-style-type: none"> 1.Growth in the e-commerce demand providing scope for the company to increase its sales. 2.The company can leverage its social media platform for marketing 3.Strong potential in new store openings and sales productivity potential 	<ol style="list-style-type: none"> 1.Seasonal fluctuations impact the sales and profitability of the company. 2.Highly competitive discount retail industry may materially impact result of operations

PESTLE Analysis :

The PESTLE Analysis for Big Lots Inc. is given below:

<p style="text-align: center;">Political</p> <p>1.US-China trade war will adversely impact the company.</p> <p>2.The Tax Cut and Jobs Act will positively impact the company.</p>	<p style="text-align: center;">Economical</p> <p>1.Decline in disposable income of consumers can negatively impact sales.</p> <p>2.Fluctuations in interest rates and inflation impact the operations of the company</p>
<p style="text-align: center;">Social</p> <p>1.Increasing influence of social media on people's purchasing demands</p> <p>2.Leveraging perception of exceptional bargains and surprising treasures</p>	<p style="text-align: center;">Technological</p> <p>1. Use of e-commerce website to enhance customer experience.</p>
<p style="text-align: center;">Legal</p> <p>1.Required to comply with the stringent wage and hour laws of California along with Fair Labour Standards Act.</p>	<p style="text-align: center;">Environmental</p> <p>1.To reduce environmental impact, minimization of energy use.</p> <p>2.To obtain a circular economy focus on water and waste reduction.</p>

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