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THE BUCKLE INC. SWOT & PESTLE ANALYSIS

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Company Name : The Buckle Inc.

Company Sector : Apparel Retail

Operating Geography : United States, North America, Global

About the Company :

The Buckle, Inc. distributes medium- to higher-priced casual apparel, accessories, and footwear for young men and women who love fashion. The Buckle and Buckle brands are currently operated by the corporation in over 449 locations throughout 42 states. As Mills Clothing, Inc., The Buckle was established in 1948 as a men's clothing store and now is headquartered in Nebraska, United States. The casual clothes offered at Buckle include denim and other casual bottoms, tops, sportswear, outerwear, accessories, and footwear under both private labels and name brands. One of the many specialized customer services the business provides to each of its visitors is a regular shopper program. The Buckle has a corporate-wide computerized distribution system that enables individual retailers to adjust supplies following regional purchasing patterns. Additionally, this technology makes it easier for individual salesmen to explore other branches for particular clothing, which are then quickly sent where needed. Additional services include complimentary adjustments and layaways. As of early 2022, the company has over 8,000 employees on its rolls.

The Buckle, Inc. USP lies in its being one of the top retailers of mid-priced to higher-end casual apparel for both men and women, with a strong client base built up in a highly competitive market. The mission statement of The Buckle, Inc. reads, "to create the most enjoyable shopping experience possible for our guests".

Revenue :

US\$ 1,294.6 million - FY ending 29th January 2022 (y-o-y growth 43.6%)

US\$ 901.27 million - FY ending 30th January 2021

SWOT Analysis :

The SWOT Analysis for The Buckle Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Substantive digital presence and omnichannel capabilities. 2.Strong portfolio of around 100 highly recognized brands. 3.Consistent gross profits recorded for the past 10 years. 4.Partnered with international shipping solution Borderfree, offering its products in over 200 countries. 	<ul style="list-style-type: none"> 1.Reliance on foreign sources of production 2.Stores of the company are only present in United States. 3.Dependence on a single distribution facility in Nebraska. 4.Operates only in leased properties which leads to increase in cost.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Rising popularity of denim fashion providing scope for growth for the company. 2.Due to covid-19, increase in the e-commerce sales. 3.Increase in popularity of private labels providing higher margins. 	<ul style="list-style-type: none"> 1.Continuously changing consumer trends and preferences. 2.The retail apparel industry is highly competitive. 3.Fluctuations in Tax obligations and effective tax rates.

PESTLE Analysis :

The PESTLE Analysis for The Buckle Inc. is given below:

Political 1.Impact of the Tax Cuts and Jobs Act. 2.Political and trade tensions of United States with China may impact sourcing	Economical 1.The economic downturn caused by Covid-19 and global political tensions would negatively consumer discretionary income. 2.US- China trade war could affect the relations with foreign suppliers.
Social 1.Consumer trends are rapidly changing with increased acceptability of online shopping. 2.Increasing acceptance of private label brands.	Technological 1.Use of technology for PC based point-of-sale registers in each store. 2.Use of corporate website to enhance customer experience.
Legal 1.Subject to rules and regulations adopted by the U.S. Consumer Product Safety Commission and the Federal Trade Commission.	Environmental 1.Continuous efforts undertaken to develop eco-friendly processes throughout its business. 2.Increased focus towards conservation of water and energy.

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