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LACOSTE SWOT & PESTLE ANALYSIS

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Company Name : Lacoste

Company Sector : Lifestyle & Retail

Operating Geography : France, Europe, Global

About the Company :

Headquartered in Troyes, France, Lacoste is a French company founded by a tennis player Rene Lacoste in 1933. The company has a green alligator logo which deals in clothing, sportswear, leather goods, footwear, eyewear, towels, watches and perfume. Lacoste brand earned its popularity when almost all the tennis player wore this brand t-shirt on the court. Lacoste licenses its trademark to various companies like the Pentland Group who has worldwide license to produce Lacoste footwear, Coty Inc. who owns the license to produce fragrance and Cemalac has the license to produce Lacoste bags and small leather goods. Tennis player Novak Djokovic has been named the brand ambassador and “the new crocodile” for Lacoste. As of early 2022, Lacoste had more than 10001 employees approximately in more than 100 countries.

The vision statement of Lacoste group is “One Brand, One Team, One Voice, for a controlled growth based on operational excellence, customer satisfaction and talent development.” The mission statement of Lacoste Group is “To make Lacoste a unique casual luxury brand embodying elegance such as Frenchness. This requires a high level of quality and professionalism within areas such as creation, style, manufacturing and retail.” The USP or the Unique Selling Point of Lacoste lies in giving a unique experience of fashion to the clients throughout the world regardless of the distribution network. This inspiring brand sells two of its product in every one second across the world.

Revenue :

Euro 2 billion - FY ending 31st March 2021 (y-o-y growth 2%)

Euro 6,536 million - FY ending 31st March 2020

SWOT Analysis :

The SWOT Analysis for Lacoste is given below:

Strengths	Weaknesses
<p>1.Wide distribution channel as it has 15000 outlets in more than 90 countries</p> <p>2.Lacoste has a diverse product portfolio with many classifications.</p> <p>3.Company is using sustainable model for producing its products</p> <p>4.Strong implementation of online marketing strategies</p>	<p>1.Company produces generic products which can be easily imitated.</p> <p>2.Highly priced as compared to its competitors.</p>
Opportunities	Threats
<p>1.Huge increase in demand for Lacoste products in APAC region</p> <p>2.Surge in demand for eco-friendly and sustainable product provides a great opportunity for company as it uses natural cotton fiber.</p> <p>3.Demand for activewear is increasing in Australia.</p> <p>4.Fashion world is entering into metaverse</p>	<p>1.Competition with other lifestyle brands like Nike, ZARA, H&M etc. is increasing day by day.</p> <p>2.Increase in number of counterfeit products produced by fake brands</p> <p>3.Hacking of the Lacoste Discord to adversely impact the company</p>

PESTLE Analysis :

The PESTLE Analysis for Lacoste is given below:

<p style="text-align: center;">Political</p> <p>1.Impact of Russia-Ukraine war on the apparel industry</p>	<p style="text-align: center;">Economical</p> <p>1.Recession in USA will affect the sale of the company as it is a luxurious brand.</p> <p>2.Globally many countries are facing inflation which reduces the purchasing power of the customers</p>
<p style="text-align: center;">Social</p> <p>1.Demand for eco-friendly products is increasing with time.</p> <p>2.Australia has a growing sport enthusiastic customer base which provides a great opportunity to expand in this market.</p>	<p style="text-align: center;">Technological</p> <p>1.Improvement in online store to enhance customer experience.</p> <p>2.Fashion industry moving towards metaverse and NFTs</p>
<p style="text-align: center;">Legal</p> <p>1. Some countries like New York, Denmark etc. have strict labour laws</p>	<p style="text-align: center;">Environmental</p> <p>1.Demand for eco-friendly products is increasing</p>

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