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GILDAN ACTIVEWEAR INC. SWOT & PESTLE ANALYSIS

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Company Name : Gildan Activewear Inc.

Company Sector : Apparel

Operating Geography : Canada, North America, Global

About the Company :

With its headquarters in Montreal, Canada, Gildan Activewear is a vertically integrated designer and producer of daily wear. Glenn and Greg Chamandy established Gildan in 1984 after purchasing a knitting factory in Montreal, Quebec, Canada to produce fabric for Harley Inc., the family's existing childrenswear company. This brand sells t-shirts, fleece tops and bottoms, and sports shirts among other athletic items. Sheer pantyhose, tights, leggings, athletic, dress, casual, and workwear socks, liner socks, and socks for therapeutic purposes are among its hosiery product categories. The company's underwear product lines include tops and bottoms for men, boys, and women. The company's intimate product lines include ladies' shapewear, intimates, and accessories. Branded clothing is also sold by Gildan through retail and direct-to-consumer channels. American Apparel, Comfort Colors, Gildan, and Gold Toe is a few brands. The business sells its goods in the printer markets of the United States, Canada, Europe, the Asia-Pacific region, and Latin America. The firm markets its goods to a wide range of retailers, mostly in the United States and Canada. Gildan announced in August 2022, that it will partner with Chris Lane to launch the National Underwear Day campaign.

The USP of Gildan Activewear is that it is one of the top producers of clothing, socks, and leggings in the world, having spent more than three decades building a strong manufacturing foundation and specialized skill set. The mission statement of Gildan Activewear reads, "We create value for customers by delivering superior quality products for the whole family at everyday low prices".

Revenue :

- \$ 1981.3 million FY ending 3rd January 2021 (y-o-y growth -29.8%)
- \$ 2823.9 million FY ending 29th December 2020



SWOT Analysis :

The SWOT Analysis for Gildan Activewear Inc. is given below:

Strengths	Weaknesses
1.Large scale vertically integrated supply chain	1.The company relies heavily on a small
leading to enhanced efficiency.	number of customers.
2.It is one of the world's leading	2.Dependence on a limited number of outside
manufacturers of apparel, socks and legwear.	suppliers
3.The company has international presence.	3.Accused by NGOs and unions of violating
4.Diversified portfolio of company owned	workers' rights
brands.	
Opportunities	Threats
Opportunities 1.Expansion of manufacturing capacity to	Threats 1.Fluctuations and volatility in the prices of
1.Expansion of manufacturing capacity to	1.Fluctuations and volatility in the prices of
1.Expansion of manufacturing capacity to increase sales, maintain competitive costs and	1.Fluctuations and volatility in the prices of raw materials.
1.Expansion of manufacturing capacity to increase sales, maintain competitive costs and enhance diversification.	1.Fluctuations and volatility in the prices of raw materials.2.Natural disasters like hurricanes can
 1.Expansion of manufacturing capacity to increase sales, maintain competitive costs and enhance diversification. 2.As e-commerce is flourishing, opportunity to 	 1.Fluctuations and volatility in the prices of raw materials. 2.Natural disasters like hurricanes can adversely impact the company.



PESTLE Analysis :

The PESTLE Analysis for Gildan Activewear Inc. is given below:

Political	Economical
1.Changes in multilateral agreements like U.S-	1.The global economic recession has
Mexico-Canada Agreement would impact sales	significantly impacted the sales.
2.The Comprehensive Progressive Trans-	2.Fluctuations in exchange rates can have an
Pacific Partnership can negatively impact the	adversely impact.
company.	3.China-US trade war has a negative impact.
3.Uncertainties regarding Brexit can	
negatively impact the operations.	
Social	Technological
1.Inclination of customers to buy from	1.Leveraging technology to provide ease to
sustainable and ethical brands	customers in finding their products.
2.Casualization expected to continue driving	
growth as activewear becomes a wardrobe	
staple	
Legal	Environmental
1.Imposition of any new domestic tariffs will	1.To increase sustainability, energy consumed
affect the business	from renewable sources.
	2.Focus on recycling of hazardous wastes
	3.Inking agreement for sustainability-linked
	loan

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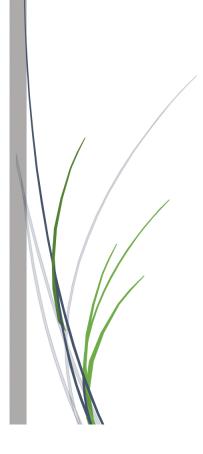


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