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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
<ul style="list-style-type: none"> <li>1.Large scale vertically integrated supply chain leading to enhanced efficiency.</li> <li>2.It is one of the world's leading manufacturers of apparel, socks and legwear.</li> <li>3.The company has international presence.</li> <li>4.Diversified portfolio of company owned brands.</li> </ul>	<ul style="list-style-type: none"> <li>1.The company relies heavily on a small number of customers.</li> <li>2.Dependence on a limited number of outside suppliers</li> <li>3.Accused by NGOs and unions of violating workers' rights</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Expansion of manufacturing capacity to increase sales, maintain competitive costs and enhance diversification.</li> <li>2.As e-commerce is flourishing, opportunity to increase online presence.</li> <li>3.Increased shift of retailers to private brand labels will increase sales.</li> </ul>	<ul style="list-style-type: none"> <li>1.Fluctuations and volatility in the prices of raw materials.</li> <li>2.Natural disasters like hurricanes can adversely impact the company.</li> <li>3.Shift in consumer trends and preferences.</li> </ul>

## PESTLE Analysis :

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

Political	Economical
<ul style="list-style-type: none"> <li>1.Changes in multilateral agreements like U.S-Mexico-Canada Agreement would impact sales</li> <li>2.The Comprehensive Progressive Trans-Pacific Partnership can negatively impact the company.</li> <li>3.Uncertainties regarding Brexit can negatively impact the operations.</li> </ul>	<ul style="list-style-type: none"> <li>1.The global economic recession has significantly impacted the sales.</li> <li>2.Fluctuations in exchange rates can have an adversely impact.</li> <li>3.China-US trade war has a negative impact.</li> </ul>
Social	Technological
<ul style="list-style-type: none"> <li>1.Inclination of customers to buy from sustainable and ethical brands</li> <li>2.Casualization expected to continue driving growth as activewear becomes a wardrobe staple</li> </ul>	<ul style="list-style-type: none"> <li>1.Leveraging technology to provide ease to customers in finding their products.</li> </ul>
Legal	Environmental
<ul style="list-style-type: none"> <li>1.Imposition of any new domestic tariffs will affect the business</li> </ul>	<ul style="list-style-type: none"> <li>1.To increase sustainability, energy consumed from renewable sources.</li> <li>2.Focus on recycling of hazardous wastes</li> <li>3.Inking agreement for sustainability-linked loan</li> </ul>

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