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WAYFAIR INC. SWOT & PESTLE ANALYSIS

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Company Name : Wayfair Inc.

Company Sector : Retail

Operating Geography : United States, North America, Global

About the Company :

Wayfair Inc. is an American online retailer with headquarters in Boston, Massachusetts, that specializes in selling furniture and home items. Under the original name of CSN Stores, Niraj Shah and Steve Conine founded it in 2002. As of 2022, there are 14 million products available from more than 11,000 foreign sources. The business offers product discovery, merchandising, and browsing for a variety of goods from different vendors through its electronic commerce (e-commerce) platform. The U.S. and international segments of the company are where business is conducted. The profits from product sales made through the Company's family of websites in the US are included in the U.S. segment. The Wayfair businesses in Canada, the UK, and Germany are included in the international section. It offers a variety of home renovation, housewares, and furniture products online. It offers a variety of websites, including Wayfair, Joss & Main, AllModern, Perigold, and Birch Lane, as well as mobile-optimized websites and mobile applications. Wayfair Inc has over 16,000 employees as of early 2023.

Wayfair Inc.'s USP lies in its being one of the biggest online stores in the world for high-end home furnishings. The mission statement of Wayfair Inc. reads, "Committed to delighting its customers every step of the way, Wayfair is reinventing the way people shop for their homes – from product discovery to final delivery".

Revenue :

US\$ 13.708 billion - FY ending 31st December 2021 (y-o-y growth -3.11%).

US\$ 14.145 billion - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Wayfair Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.A diversified product portfolio with over twenty-two million products. 2.The company has limited inventory which minimalizes cost. 3.Robust e-commerce platforms of various websites. 4.A large customer base along with high customer satisfaction. 	<ol style="list-style-type: none"> 1.The company has incurred significant losses in the past. 2.The company is highly indebted. 3.The company has only one physical store.
Opportunities	Threats
<ol style="list-style-type: none"> 1.The covid-19 pandemic has led to increase in sales. 2.International expansion and strategic acquisitions. 3.With the increase in age of millennials the online sales of home goods will increase. 	<ol style="list-style-type: none"> 1.The company faces intense competition from furniture stores, big box retailers, department stores. 2.The online market for home goods is less developed.

PESTLE Analysis :

The PESTLE Analysis for Wayfair Inc. is given below:

<p>Political</p> <p>1.Uncertainties regarding Brexit will impact the operations of the company.</p> <p>2.The tax reforms made by the Biden administration will impact the operations of the company.</p>	<p>Economical</p> <p>1.The impact of Covid-19 on the economy and the operating results of the business.</p> <p>2.Fluctuations in the foreign currency exchange rate could adversely impact the company.</p>
<p>Social</p> <p>1.Increase in the online purchases of home goods by millennials.</p>	<p>Technological</p> <p>1. Leveraging technology to enhance customer and supplier experience.</p> <p>2. Use of cloud computing services in retail.</p>
<p>Legal</p> <p>1.Subject to several data protection and privacy laws like the UK General Data Protection Regulation.</p> <p>2.Subject to consumer protection and privacy laws like the California Consumer Privacy Act.</p>	<p>Environmental</p> <p>1.Increased focus on utilizing recyclable packing materials.</p>

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