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EL PUERTO DE LIVERPOOL S.A. DE C.V. SWOT & PESTLE ANALYSIS

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Company Name : El Puerto de Liverpool S.A. de C.V.

Company Sector : Retail

Operating Geography : Mexico, Latin America, Global

About the Company :

El Puerto de Liverpool S.A. de C.V., or as its popularly known as Liverpool, is the operator of the largest chain of retail stores in Mexico. All the stores range from serving mid to high end customers, and have more than 250 stores in various locations under different brand names, which include 136 under Liverpool, 131 under Suburbia, and 27 other shopping centres like Perisur and Galerías Monterrey. It was founded in 1847 by Jean Baptiste Ebrard, who imported clothes from Liverpool, England, which gave birth to the company name. As of 2023, it is headquartered in Santa Fe, Mexico, with more than 72,000 employees and 4.5 billion dollars in revenue. Liverpool is selling various products ranging from clothes, cosmetics, electronics, furniture, white line products, shoes, jewellery, perfumes, sports equipment and special foods. Some of the locations of their stores include Ecatepec, Coacalco, Colonia del Valle, historic center of Mexico City, Polanco, etc. It featured on rank#184 by Forbes in Mexico's Best Employers List of 2023.

The mission statement of Liverpool states that “we serve our customers everywhere, every day, every time”. The vision statement states “to be the most attractive option in service, assortment and value.”

Revenue :

Mex\$ 135.53 B - FY ending 31st March 2021 (y-o-y growth 11.39%)

Mex\$ 150.97 B - FY ending 31st March 2020

SWOT Analysis :

The SWOT Analysis for El Puerto de Liverpool S.A. de C.V. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Biggest department store chain in Mexico. 2.Dominant market position in Spain 3.Comprises of Boasting Brands 4.Diversified business segment with strong foothold in retail 5.Integrated business model with strong synergy potential. 	<ul style="list-style-type: none"> 1.Five-year net income decline rate was 8.7%
Opportunities	Threats
<ul style="list-style-type: none"> 1.Positive recovery of fashion retail and the food segment 2.Mexico has the leading retail industry in all Latin America 3.Attractive macroeconomic and retail sector fundamentals in Mexico for continued growth 4.Digital operations added to the omnichannel nature 	<ul style="list-style-type: none"> 1.Highly competitive and fragmented landscape

PESTLE Analysis :

The PESTLE Analysis for El Puerto de Liverpool S.A. de C.V. is given below:

<p style="text-align: center;">Political</p> <p>1.Regulatory barriers to entry or expansion in the modern retail channel in Mexico</p>	<p style="text-align: center;">Economical</p> <p>1.Mexico's retail segment's market share is expected to increase by USD 9.72 billion from 2021 to 2026</p> <p>2.Presence in Attractive Markets with High Growth Potential.</p> <p>3.Inflation poses a key risk to consumer spending</p>
<p style="text-align: center;">Social</p> <p>1.Consumers like to spend their leisure time in shopping centers and malls</p> <p>2.Mexican culture and its complex and diverse socio-demographic and economic dynamics have given birth to a dual system of consumer trends</p> <p>3.Affordable fashion for the whole family</p>	<p style="text-align: center;">Technological</p> <p>1. Surge in online platforms and last-mile delivery services</p> <p>2. Google planning first Mexican cloud region</p>
<p style="text-align: center;">Legal</p> <p>1.Consumer credit loans are unsecured</p>	<p style="text-align: center;">Environmental</p> <p>1.Increasing product offerings with sustainable features</p>

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