
S&P TEST

SWOT & PESTLE.com

MACY'S SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Macy's

Company Sector : Retail, Fashion and Lifestyle

Operating Geography : United States, North America, Global

About the Company :

Macy's is a USA based company with headquarters located in Cincinnati, Ohio. The company was founded in 1929 in Columbus, Ohio by Xavier Warren under the name of Federated Department Stores. Federated acquired Macy's in 1994, two years after it filed for bankruptcy. In 2004, through a process that lasted many years, federated finally re-branded all its stores to include the Macy name, with the exception of Bloomingdales. The company's name and logo were officially changed to Macy's only on June 1, 2007. Today the company is a departmental stores chain that deals primarily in apparel and fashion accessories. It also sells furnishings, cosmetics and a large number of other consumer goods. The popular brands of the company are Macy's, Bloomingdale's and Bluemercury. It has over 680 stores located across 43 states as well a significant online presence through the websites macys.com, Bloomingdales.com and bluemercury.com. The company has over 95,000 employees as per early 2023 records.

Macy's USP lies in the fact that it offers its customers easy access to a wide range of products at affordable pricing through it many stores located all over the USA. Macy's mission statement is "to be a retailer with the ability to see opportunity on the horizon and have a clear path for capitalizing on it. To do so, we are moving faster than ever before, employing more technology and concentrating our resources on those elements more important to our core customers."

Revenue :

US \$24.44 billion – FY ending January 29, 2022

US \$24.46 billion – FY ending January 28, 2021

SWOT Analysis :

The SWOT Analysis for Macy's is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong omni-channel existence 2.High business credibility and worthiness 3.Comprehensive value-for-money and luxury products portfolio 4.Personalized merchandise offering and strong loyalty program 5.Strong brand recognition with high brand value 	<ul style="list-style-type: none"> 1.Closure of significant number of stores 2.High levels of indebtedness
Opportunities	Threats
<ul style="list-style-type: none"> 1.Bolstering supply chain with automated fulfilment centre 2.Entering new markets through partnership 3.Foray into new store concept 4.Collaborations & partnerships to facilitate growth 	<ul style="list-style-type: none"> 1.Intense competition from retail stores 2.Sales to fall due to shifting consumer trends 3.Increasing instances of cyber-security breaches

PESTLE Analysis :

The PESTLE Analysis for Macy's is given below:

<p style="text-align: center;">Political</p> <p>1. Political and public policy participation for enhancing stakeholder interests</p>	<p style="text-align: center;">Economical</p> <p>1. Inflation will impact consumer spending</p>
<p style="text-align: center;">Social</p> <p>1. Shifting of consumer preferences away from materialistic purchases 2. Rising trend of metaverse</p>	<p style="text-align: center;">Technological</p> <p>1. Big data and advanced analytics helping retailers to generate store insights 2. Leveraging emerging technologies to attract shoppers</p>
<p style="text-align: center;">Legal</p> <p>1. Strong compliance standards for suppliers 2. Involvement in lawsuits impact brand image</p>	<p style="text-align: center;">Environmental</p> <p>1. Organization-wide commitment to sustainability 2. Merchandising initiatives for sustainable apparel and other products 3. Sustainable initiatives to drive a more circular future</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Macy's** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com