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MACY'S SWOT & PESTLE ANALYSIS

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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 2Entering 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:

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

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