

---

# S&P TEST

SWOT & PESTLE.com

---

## SEARS HOLDINGS CORPORATION 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](mailto:support@swotandpestle.com).

**Company Name :** Sears Holdings Corporation

**Company Sector :** Retail & Lifestyle department stores

**Operating Geography :** North America, USA, Global

**About the Company :** Sears Holding Corporations is an American company that was founded in 2005. Its headquarters are located in Hoffman Estates, Illinois, United States. The company owns retail store brands Sears and Kmart and was formed as a result of the merger with Kmart. The company operated in 680 locations in North America as of November 2017. Call2Recycle declared Sears as a 2018 Leader in Sustainability Awards by collecting an estimated 17,000 pounds of batteries in 2018 and helping to preserve the environment. Sears has been named a 2019 ENERGY STAR® Partner of the Year - Sustained Excellence Award winner by Transform HoldCo LLC and has been an ENERGY STAR® Partner since 1998.

The company was the 20th-largest retailing company in the United States in 2015, but was forced to sell off its Canadian and Mexican operations in 2017 as part of its restructuring exercise to reduce costs. In spite of this it had to file for bankruptcy in 2018. ESL Investments then bought its assets in 2019. After liquidation procedures, the company has around 45000 employees working in its 425 stores as of April 2019.

The vision statement reads “to improve the lives of our customers by providing quality services, products and solutions that earn their trust and build lifetime relationships.”

**Revenue :**

\$16.7 billion – FY ending Feb 03, 2018

\$22.1 billion – FY ending Jan 28, 2017

\$5.4 billion – FY ending April 30,2016

**SWOT Analysis :**

The SWOT Analysis for Sears Holdings Corporation is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Strong retail presence worldwide</li> <li>2.Strong multi-channel integration</li> <li>3.Innovative leader in retail space</li> <li>4.Offers a wide range of products</li> </ol>	<ol style="list-style-type: none"> <li>1.Fluctuating financials</li> <li>2.Weak sales for comparable stores</li> <li>3.Domestic market saturated</li> <li>4.Failed to update retailing model</li> <li>5.Sale of non-performing businesses</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Transformation strategy for growth</li> <li>2.Strategy change for comparable store sales</li> <li>3.Digital transformation at Sears Holdings</li> <li>4.Focus on men</li> </ol>	<ol style="list-style-type: none"> <li>1.Intense competition from other retailer giants</li> <li>2.Low operating margins</li> <li>3.Economic fluctuations</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Sears Holdings Corporation is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Engagement in public policy issues for enhancing stakeholder interests</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Retail sector going through turbulent environment</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Shifting of consumer preferences towards experience related spends</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Leveraging data analytics for store insights</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Strong compliance standards for suppliers 2.Lawsuits from suppliers over contract terms</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Initiatives for sustainability and climate change</p>

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

The complete report for **Sears Holdings Corporation** 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](http://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)2025 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](mailto:support@swotandpestle.com)