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# S&P TEST

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## SEARS HOLDINGS CORPORATION SWOT & PESTLE ANALYSIS

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**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:

Political	Economical
1.Engagement in public policy issues for enhancing stakeholder interests	1.Retail sector going through turbulent environment
Social	Technological
1.Shifting of consumer preferences towards experience related spends	1.Leveraging data analytics for store insights
Legal	Environmental
1.Strong compliance standards for suppliers 2.Lawsuits from suppliers over contract terms	1.Initiatives for sustainability and climate change

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**[support@swotandpestle.com](mailto:support@swotandpestle.com)**