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NORDSTROM SWOT & PESTLE ANALYSIS

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Company Name : Nordstrom

Company Sector : Retail (Fashion and Lifestyle)

Operating Geography : North America, USA, Canada

About the Company : Nordstrom Inc. operational since 1901, is a leading fashion specialty retailer company which operates through 3 segments i.e. Retail, Credit, and Corporate/Others. This stellar fashion retailer offer compelling clothing, shoes and accessories for men, women and children. It also offers wedding and home decoration products. The company had initially started out as a shoe store in Seattle and was founded by John W. Nordstrom and Carl F. Wallin. It has 379 stores spread out across the US, Puerto Rico and Canada. The company is headquartered in Seattle, Washington - United States and has over 72,500 employees as of 2018. The company is committed to providing their customers with the best possible service and they aspire “to be the best fashion retailer in a digitally connected world.”

Revenue :

US \$15,137 million - FY ending February 3, 2018 (y-o-y growth 4.4%)

US \$14,498 million - FY ending January 28, 2017

SWOT Analysis :

The SWOT Analysis for Nordstrom is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Customer service 2.Multiple stores- broad range of merchandise 3.Many years of experience 4.Innovations 5.CSR 	<ol style="list-style-type: none"> 1.Expensive- price sensitive customers 2.Store locations
Opportunities	Threats
<ol style="list-style-type: none"> 1.Expansion of international operations 2.Demographic changes 3.Decrease in the unemployment rate 	<ol style="list-style-type: none"> 1.Intense competition 2.Risks due to economic and external market factors 3.Foreign currency exchange risk. 4.Risks due to legal and regulatory factors

PESTLE Analysis :

The PESTLE Analysis for Nordstrom is given below:

Political	Economical
1.Political affiliations and sentiments impacting brand partnerships	1.US Retail sector going through tough times
Social	Technological
1.Acceleration of migration of shoppers towards online channels 2.Shifting of consumer preferences towards experience related spends	1.Evolution of digitized pop-up stores 2.Leveraging analytics for customer insights
Legal	Environmental
1.Strong compliance standards for suppliers	1.Organization-wide commitment to sustainability

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