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# S&P TEST

SWOT & PESTLE.com

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## STAPLES INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Staples Inc.

**Company Sector :** Retail

**Operating Geography :** North America, United States, Global

**About the Company :** Staples Inc. is a multinational office supply retailing corporation headquartered in Massachusetts, United States. It was established as a cash-and-carry retailer in 1986 by Tom Stemberg and Leo Kahn. Staples deals in office supplies ranging from paper shredder to chairs and has tried to emerge as a one stop office supplies marketplace. The company has more than 1,500 stores across United States and Canada and has around 77,000 employees as of 2016.

**Revenue :**US \$18,247 million - FY ended Jan 28th, 2017

## SWOT Analysis :

The SWOT Analysis for Staples Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Omni channel offering</li> <li>2.Strong customer retention\loyalty initiatives</li> <li>3.Additional services</li> <li>4.Simple return, exchange and refund policies</li> </ul>	<ul style="list-style-type: none"> <li>1.Declining sales and profit over the years</li> <li>2.Priced higher than some of the competitor products</li> <li>3.Dependency on third party suppliers</li> <li>4.Limited social media footprint</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Partner with schools and offices as suppliers of stationary</li> <li>2.Promote the wide range of additional services</li> <li>3.Kiosks strategically located</li> </ul>	<ul style="list-style-type: none"> <li>1.Point of differentiation has become point of parity</li> <li>2.Increase in use of digital alternatives</li> <li>3.Rise in superstores</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Staples Inc. is given below:

<b>Political</b>  1.Engagement in public policy issues for enhancing stakeholder interests	<b>Economical</b>  1.Slowing economy can adversely impact business  2.Strong USD may impact Canadian revenues
<b>Social</b>  1.Decreasing demand of office stationery products	<b>Technological</b>  1.Leveraging big data for consumer and store insights  2.Technology solutions to drive business growth
<b>Legal</b>  1.Regulations impacting ability to compete with non-traditional players  2.Strong compliance standards for suppliers	<b>Environmental</b>  1.Initiatives for sustainable and eco-conscious products

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

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