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## SPORTSMAN'S WAREHOUSE SWOT & PESTLE ANALYSIS

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**Company Name :** Sportsman's Warehouse

**Company Sector :** Outdoor Sporting goods retailer

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

**About the Company :**

An American outdoor sporting goods retailer, Sportsman's Warehouse is headquartered in Midvale, Utah. Founded in 1986, it sells gear, footwear and apparel which deals with sportsmen and sportswomen who are interested in hunting, fishing, camping, shooting, reloading and other recreational outdoor activities. The company's trademark is "America's Premier Outfitter". It provides Loyalty Rewards Program in which one point is earned in every dollar spent in stores or online shopping. These valuable points will fetch the customers special discount offers and gift cards for their future deals. In 2022 Sportsman's Warehouse announced the opening of two new stores in Stansbury Park, Utah and Saratoga Springs to meet the increasing demand for outdoor accessories and gear. As of early 2023, Sportsman's Warehouse employed over 7,700 people. Sportsman's Warehouse has also been honored with the Retailer Innovation Award in the Supply Chain category.

The mission statement of Sportsman's Warehouse is "To provide outstanding gear and exceptional service to inspire outdoor memories. We offer a one- stop shopping experience that equips our customers with the right hunting, shooting, fishing and camping gear to maximize their enjoyment of the outdoors." The Unique Selling Point or USP of Sportsman's Warehouse is that it expands and operates in 29 states and 131 stores across the United States catering to the rightful needs of all the sportsperson especially in the outdoor sports activities.

**Revenue :**

US\$ 1,506.1 million - FY ending 29th January 2022 (y-o-y growth 3.7%)

US\$ 1,451.8 million - FY ending 30th January 2021

## SWOT Analysis :

The SWOT Analysis for Sportsman's Warehouse is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Well differentiated shopping experience providing a competitive edge</li> <li>2.Strong breadth and mix of product assortment</li> <li>3.Focusing on providing outstanding gear and exceptional service</li> <li>4.Diverse mix of locally relevant merchandise serving the needs of outdoor enthusiasts at great value</li> </ul>	<ul style="list-style-type: none"> <li>1.High dependency on Hunting and Shooting department for revenue over the years.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Leveraging over integrated and strong omnichannel growth strategy.</li> <li>2.New growth opportunities by diving into new markets across US.</li> <li>3.Forming strategic acquisitions to intensify expansion.</li> <li>4.Huge growth potential in Loyalty and credit card program.</li> </ul>	<ul style="list-style-type: none"> <li>1. New regulation relating to sale of firearms and ammunition can affect company's business.</li> <li>2. Threat to operating results from Seasonal fluctuations.</li> <li>3. Supply chain disruptions can impact company's net sales and profitability.</li> <li>4. Increasing threats from cyber risks including unlawful disclosure of customer information.</li> <li>5. Increase in freight rates can harm company's operations and financial condition.</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Sportsman's Warehouse is given below:

Political	Economical
1.Biden administration's strict policies on firearms and ammunition can affect the company 2.Political instability including Russia- Ukraine conflict can impact company's operations negatively.	1.Increasing wage rate can impact company's operations 2. Rising in interest rates in US can increase interest cost on current and future debt of the company
Social	Technological
1.Increased outdoor participation will have a positive impact on company's operations	1. Advanced and robustly designed IT infrastructure 2. Leveraging on technology to provide personalized shopping experience
Legal	Environmental
1.Compliance with National Firearms Act of 1934, Gun Control Act of 1968, and other regulations from state and federal government due to sale of firearms. 2.Adherence to privacy laws and regulations.	1.Working towards local conservation and restoration

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