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CITI TRENDS SWOT & PESTLE ANALYSIS

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Company Name : Citi Trends

Company Sector : Retail Chain

Operating Geography : United States, North America, Global

About the Company :

Citi Trends is a budget clothing retailer that caters to an urban clientele. The company is headquartered in Savannah, Georgia. Under the name Allied Department Stores, the corporation launched its first store in Savannah, Georgia in 1958. In 2000, the company began renaming its stores Citi Trends, and in 2001, it became Citi Trends formally. The company is a fast-growing, publicly-traded retail chain with 585 locations in 33 states. It offers a world-class selection of branded and private-label items in apparel, accessories, footwear, and home décor accessory chain which caters mostly to African-Americans. Its brands include Citi Steps, Citi Trends Fashion for Less, Lil Ms Hollywood, Red Ape, and Vintage Harlem, and its merchandise, which includes men's, women's, and children's clothing, shoes, fashion accessories, and housewares, sells for 20%–70% less than department and speciality store pricing. Citi Trends has a strong presence in rural, suburban, and metropolitan areas, with the potential to expand to 1,000 locations to better serve its loyal and growing customer base. As of early 2023, Citi Trends employed over 5400 people.

Citi Trends' USP is that it is the nation's premier speciality discount shop for African-American and Latino families. The mission statement of Citi Trends' reads, "Our goal is to provide merchandise at discounts to department and speciality stores' regular prices of 20% to 70%. Citi Trends' buyer's source merchandise from over 1,800 vendors to deliver quality fashion product at outstanding value for our customers".

Revenue :

US Dollar 992 million - FY ending 30th January 2022

US Dollar 783 million - FY ending 30th January 2021

SWOT Analysis :

The SWOT Analysis for Citi Trends is given below:

Strengths	Weaknesses
<p>1. One of the leading American retail garment companies operating 585+ stores in 33 states in USA.</p> <p>2. Powerful procuring relationships with distributors.</p> <p>3. Embraces diversified work culture.</p> <p>4. High operational flexibility with all leased stores.</p>	<p>1. Company lacks defensible competitive edge.</p>
Opportunities	Threats
<p>1. Citi Trends announced to open no less than 100 new outlets by 2023.</p> <p>2. Direct involvement to fight racism can add up to brand image of Citi Trends.</p> <p>3. \$30 million stock repurchase programme points to better sales expectation</p>	<p>1. E-shopping facilities are not yet offered by Citi Trends</p> <p>2. Overvalued stock prices might yield poor growth.</p> <p>3. Unfavorable trade sanctions might interrupt with company's commodity supply.</p> <p>4. Inventory shrinkage due to theft and fraud is a major threat.</p>

PESTLE Analysis :

The PESTLE Analysis for Citi Trends is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Launch of Child tax credit card programs leads to ameliorated upshots. 2.Fashion becomes new platform for political propaganda 3.China's boycott of western brands reduces future prospects of company's globalization 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.A strong rise in sales of the clothing retails have been reported lately. 2. Increase in clothing prices is not a substantial solicitude for apparel retailers.
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.'Fashion's Darwinism shakeout' has been experienced by the fashion industry. 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Ecommerce is assisting the US apparel sell to stay afloat. 2.Emergence of smart adaptive clothing can cause a drop in the body temperature of the dapper in blazing weather. 3.Virtual fashion technology is benefiting fashion retailers to build faith in digital era.
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Biden-Harris effect is likely to bring a change in the American fashion. 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Fashion industry is responsible for nearly 10% of greenhouse gas discharge. 2.'Greenwashing' has bizarre impacts on environment. 3.Asian rivers are blackening because of the global fashion industry. 4.Global apparel industry is the primary cause for water pollution calamity.

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