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# S&P TEST

SWOT & PESTLE.com

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## HOME DEPOT INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Home Depot Inc.

**Company Sector :** Consumer Products Retail

**Operating Geography :** North America, USA, Global

**About the Company :** Home Depot, Inc. founded in 1978, is an American home improvement retailer that sells building materials and home improvement products. The company is headquartered in Atlanta, Georgia and has over 385,000 employees globally.

**Revenue :**\$88,519 million

## SWOT Analysis :

The SWOT Analysis for Home Depot Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Increasing sales growth rate reflecting business expansion</li> <li>2.Innovation lab for attracting the best talent</li> <li>3.Effective assistance for affected communities during natural disaster</li> <li>4.Efficient employee management and well maintained work environment</li> <li>5.First Call2Recycle participant in North America</li> </ul>	<ul style="list-style-type: none"> <li>1.High debt level from the industry perspective</li> <li>2.Majorly concentrated in U.S., Canada, and Mexico market</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Virtual reality's scope in optimizing its products</li> <li>2.Extend its market internationally and focus on online retailing</li> <li>3.Merge with real estate developers to reap productive competitiveness</li> </ul>	<ul style="list-style-type: none"> <li>1.Imitable business model leading to intensified threat of new entrant</li> <li>2.Payment systems breached by hackers leading to huge loss in terms of money as well as company's credibility</li> <li>3.Bad weather leading to postponement of home improvement projects</li> </ul>

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