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## ACADEMY SPORTS AND OUTDOORS INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Academy Sports and Outdoors Inc.

**Company Sector :** Sports Goods Retail

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

**About the Company :**

Academy Sports and Outdoors Inc. is a prominent American retailer specializing in sporting goods and outdoor equipment. Established in 1938 by Max Gochman as a tire shop in San Antonio, Texas, the company has evolved to offer a comprehensive selection of products including sports gear, outdoor equipment, apparel, footwear, and accessories. Academy has experienced significant growth and currently operates 269 stores across 18 states. Academy Sports and Outdoors serves as a go-to destination for sports and outdoor enthusiasts. Their stores are renowned for their extensive range of products catering to various activities such as hunting, fishing, camping, team sports, and fitness, among others. Their commitment to customer satisfaction and providing a one-stop destination for sports and outdoor enthusiasts distinguishes them from competitors. As of 2023, there are around 8,843 employees in Academy Sports and Outdoors Inc.

Academy Sports and Outdoors Inc. USP lies in wide selection, competitive prices, and exceptional customer service that makes them go-to destination for sports and outdoor enthusiasts, setting it apart from competitors. With a vision to inspire and enable customers to pursue their passions and lead active lifestyles, Academy Sports and Outdoors continues to strive towards becoming the leading destination for sports and outdoor enthusiasts. The company's mission is centered around providing "Fun for All," which is achieved through a localized approach to merchandising and a value proposition that resonates with a diverse range of consumers.

**Revenue :**

US\$ 6.39 billion- FY ending 28th January 2023 (y-o-y decrease -6.4%)

US\$ 6.77 billion- FY ending 29th January 2022 (y-o-y increase 19.1%)

US\$ 5.68 billion- FY ending 30th January 2021

## SWOT Analysis :

The SWOT Analysis for Academy Sports and Outdoors Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Diverse product portfolio specific to the customer requirements enhances profitability and customer retention</li> <li>2.Strong retail and marketing channels allow the company to serve broader customer base</li> <li>3.Consistently strong financial performance improves the company's ability to allocate funds for expansion and growth</li> </ul>	<ul style="list-style-type: none"> <li>1.The company's reliance on the US market for revenue can impact its business operations.</li> <li>2.Increasingly bad customer reviews will damage company's reputation</li> <li>3.Lawsuits against company due to selling of guns can affect company's profitability and image</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Increasing demand for sportswear will positively impact business</li> <li>2.Strategic partnerships and collaboration can strengthen market position</li> <li>3.Growing online retail market will enable business to reach more customers</li> <li>4.Consistent focus on store expansion will increase the company's visibility and acquire customer base</li> </ul>	<ul style="list-style-type: none"> <li>1.Constantly changing customer preferences puts business at a significant risk</li> <li>2.Intense competition from retail companies at national and international levels will impact its business strategy</li> <li>3.Seasonal variations may have an impact on the company's growth</li> <li>4.The massive influx of counterfeit items could have an impact on the company's profitability</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Academy Sports and Outdoors Inc. is given below:

Political	Economical
<ol style="list-style-type: none"> <li>1.US government efforts of promoting sports and health will cause a boost in the business</li> <li>2.The Garment Worker Protection Act signed by California governor will impact the labor wages and benefits being paid to make sports apparels</li> <li>3.US government's strong focus on improving nation's cybersecurity can impact company's online operations</li> </ol>	<ol style="list-style-type: none"> <li>1.Positive outlook on US sports apparel retail market</li> <li>2.Increasing labour wages can affect business profitability</li> <li>3.US Sports equipment market is expected to grow at a substantial rate</li> </ol>
Social	Technological
<ol style="list-style-type: none"> <li>1.Consumers increasingly opting to shop online will open online retail opportunities</li> <li>2.Changing consumer attitude towards fitness and healthcare will provide more growth opportunities</li> <li>3.Consumers increasingly demanding sustainable fashion will impact the company's sports apparel segment</li> </ol>	<ol style="list-style-type: none"> <li>1.Strong focus on digital transformation will optimize company's operations</li> <li>2.Enhancing store optimization through data driven approach will enhance competitiveness</li> </ol>
Legal	Environmental
<ol style="list-style-type: none"> <li>1.Lawsuits filed against company may impact its profitability and damage its reputation</li> <li>2.New laws promoting competition in the US will increase rivalry among retail companies</li> </ol>	<ol style="list-style-type: none"> <li>1.Strong focus on being environmentally friendly by using recycled materials in products and packaging</li> <li>2.Focus on reducing environmental impact through efficient resource utilization in distribution and retail centres</li> </ol>

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The complete report for **Academy Sports and Outdoors Inc.** SWOT & PESTLE Analysis is a paid report at **27.53 U.S.D.**



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