
S&P TEST

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SMITH & WESSON SWOT & PESTLE ANALYSIS

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Company Name : Smith & Wesson

Company Sector : Firearms

Operating Geography : United States, North America, Global

About the Company :

Smith & Wesson Brands, Inc. (S&W) is an American firearm manufacturer based in Maryville, Tennessee. It was founded in 1856 as the "Smith & Wesson Revolver Company" by Horace Smith and Daniel B. Wesson after their previous company, also called the "Smith & Wesson Company" and later renamed "Volcanic Repeating Arms," was sold to Oliver Winchester and became the Winchester Repeating Arms Company. From 2016 to 2020, Smith & Wesson was a division of American Outdoor Brands Corporation, until the firm was split away in 2020. As of January 2022, SWBI had a market value of around \$880 million, with revenues a little over US\$1 billion. As of 2023, it has 1,690 number of employees.

The USP of Smith & Wesson Brands, Inc. reads "Leverage our brands and our employees' capabilities and experiences to design, produce, and market high quality, innovative firearms that meet the needs of our consumers while delivering a healthy financial performance." The aim of the company is to provide Americans with the freedom, equality, and security guaranteed by the Declaration of Independence and the Bill of Rights.

Revenue :

US\$ 864.1 million - FY ending 30th April 2022 (y-o-y growth -18.4%)

US\$ 1059.2 million - FY ending 30th April 2021

SWOT Analysis :

The SWOT Analysis for Smith & Wesson is given below:

| Strengths | Weaknesses |
|--|---|
| <ol style="list-style-type: none"> 1.Long-standing & strong brand recognition as a global leading firearm manufacturer. 2.Leading market share in handguns segment. 3.Diverse product portfolio catering to various target markets. 4.Diversified distribution network with a total of 68 distributors across the world. 5.Strong focus on R&D, launching numerous new products every year. | <ol style="list-style-type: none"> 1.Limited international presence with foreign sales accounting for 2% to 4% of total revenue. 2.Volatility in revenues & profits, lacking consistency in financial performance. 3.Overdependence on 3 to 4 key customers for sales & accounts receivable. |
| Opportunities | Threats |
| <ol style="list-style-type: none"> 1. Leverage technological advancements such as smart gun technologies. 2.Expansion into growing foreign markets such as Asia & Europe. 3.The projected 5.9% CAGR growth in the global self-defense products market from 2019 to 2025 presents an opportunity to expand its customer base. | <ol style="list-style-type: none"> 1.Intense competition from well-established companies like Ruger, Glock, Sig Sauer among others. 2.Risk of product recalls, defects & legal disputes related to its products. 3.Vulnerability to public perception on gun violence. |

PESTLE Analysis :

The PESTLE Analysis for Smith & Wesson is given below:

| Political | Economical |
|--|--|
| <ol style="list-style-type: none"> 1.The ban on large capacity magazines in 11 states may reduce demand & impact sales 2.COVID-19 pandemic induced surge in gun sales. 3.Canada enforces a nationwide freeze on handguns, limiting sale, purchase & transfer to enhance public safety | <ol style="list-style-type: none"> 1.U.S 2023 budget prioritizes military readiness amidst the Ukraine-Russia conflict boosting demand for firearms. 2.Significant contribution to the U.S economy in the form of federal & state business taxes & excise taxes. |
| Social | Technological |
| <ol style="list-style-type: none"> 1.Public sentiment surrounding gun violence & control measures influence consumer attitudes towards firearms. | <ol style="list-style-type: none"> 1.Advanced 3D printing to enhance precision & efficiency in manufacturing firearms. 2.Titanium nitride coatings reduce wear, corrosion, noise & improve performance. |
| Legal | Environmental |
| <ol style="list-style-type: none"> 1.Influencer marketing practices allegedly violated FTCA, which resulted in penalties & reputational loss 2.The CPRA of 2023 strengthens imposes stricter obligations to protect personal information, impacting business operations. | <ol style="list-style-type: none"> 1.Committed to responsible practices like natural resources conservation & pollution prevention to address growing environmental concerns |

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