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## PRIMARK SWOT & PESTLE ANALYSIS

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**Company Name :** Primark

**Company Sector :** Retail

**Operating Geography :** Europe and North America

**About the Company :**

Primark, a renowned international clothing retailer, stands as a beacon of affordable fashion with a wide-ranging appeal. With a presence spanning 16 countries and a workforce of over 70,000 colleagues, Primark has established itself as a go-to destination for fashion enthusiasts seeking style and quality without breaking the bank. Founded in 1969 in Ireland under the Penney brand, Primark has evolved into a powerhouse in the fashion industry, offering an extensive array of products that cater to women, men, and children, as well as beauty, homeware, and accessories. As of 2023, the brand's commitment to delivering outstanding retail experiences is reflected in its 428-plus stores worldwide. Primark's drive extends beyond fashion, embracing sustainability and ethical practices. It aspires to grant garments extended lifespans, champion environmental protection, and uplift the livelihoods of those involved in the creation of Primark products. The company's dedication is manifest in a set of ambitious goals to be achieved by 2030, including the utilization of recycled or sustainably sourced materials, design for clothing recyclability, carbon emission reduction, and a pursuit of fair wages for its supply chain workers. The journey of Primark is marked by significant milestones, from its humble beginnings to its expansion across continents. As it continues to grow and innovate, Primark remains steadfast in its commitment to affordable fashion and responsible business practices.

Primark's USP lies in providing unparalleled value with stylish and affordable fashion essentials. Its mission is accessible, sustainable fashion, while the vision is to be a global leader affordably and responsibly, positively impacting the industry and customers' lives.

**Revenue :**

Pound 7,697 million - FY ending 31st March 2022 (y-o-y growth of 38%)

Pound 5,593 million - FY ending 31st March 2021

## SWOT Analysis :

The SWOT Analysis for Primark is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Competitive advantage through high-volume, low-margin business model, and streamlined supply chain.</li> <li>2.Diverse Product Range catering to varied customer bases.</li> <li>3.Extensive Physical Presence and Strategic Store Locations</li> <li>4.Strong brand awareness, particularly in its primary markets like the UK</li> </ul>	<ul style="list-style-type: none"> <li>1.Limited online presence and missed e-commerce opportunities.</li> <li>2.Heavy reliance on physical stores and vulnerability to market shifts.</li> <li>3.Perceived product quality and lack of eco-friendly practices</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Global expansion based on strong sales.</li> <li>2.Expansion in key markets like Italy, France, Iberia, and the US</li> <li>3.Strengthening e-commerce presence and global penetration</li> <li>4.Personalization and enhancing customer experience</li> <li>5.Capitalizing on the potential of sustainable fashion by catering to environmentally conscious choices.</li> </ul>	<ul style="list-style-type: none"> <li>1.Intense competition and e-commerce disruption</li> <li>2.Economic fluctuations and reduced consumer spending</li> <li>3.Supply chain disruptions and vulnerability to external factors.</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Primark is given below:

Political	Economical
1.Changing political landscape and dynamics in the UK	1.Piling profit pressure amidst plummeting Pound and inflationary challenges 2.UK labor market faces contraction due to dipping payrolls leading to reduced footfall in physical stores 3.Economic impact of the Russia-Ukraine war
Social	Technological
1.Gender-fluid fashion hitting High Street 2.Rising demand for ethical sourcing and supply chain in the fashion ecosystem 3.Growing influence of social media on consumer retail decisions	1.Online and e-commerce sales making deep inroads and earning plump revenue for fashion brands 2.Rapid advancement of artificial intelligence in the fashion industry
Legal	Environmental
1.Anti-coup protests in Myanmar could hurt brands reputation	1.Companies are pledging to decrease their environmental footprint to protect the planet 2.Achieving environmental stewardship through Sustainable Cotton Programme and collaboration with Biodiversity 3.Retailers are intensifying their emphasis on sustainable apparel to align with customer preferences

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