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## TOYS "R" US SWOT & PESTLE ANALYSIS

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**Company Name :** Toys "R" Us

**Company Sector :** Retail, Toys

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

**About the Company :**

Toys "R" Us is an American Toy company based in Wayne, New Jersey. It was founded in the year 1948 by Charles P. Lazarus. It initially started with the name of Children's Supermart with a focus on baby furniture. But as requests for toys for toddlers and older children began to grow, the brand shifted its outlook to producing more toys and renamed the brand to Toys R Us in 1957. The company mascot Geoffrey the Giraffe was also launched in 1957 which became an important "spokes animal" for the firm, helping in promotions. The first international store was opened in 1984. It currently offers a wide range of toys and baby products and besides 750 international stores and 250 licensed ones, the Company also retails them their online websites Toysrus.com and Babiesrus.com. The company was closed in 2018 after it filed for bankruptcy. It is gradually reopening its stores in 2021. WHP Global announced in August 2021 that Toys "R" Us would open over 400 stores within Macy's beginning in 2022.

The mission statement of Toys "R" Us reads, "Through strategic partnerships and programs focused on keeping children safe and helping them in times of need, the company is dedicated to serving communities around the world as a caring and reputable neighbor".

**Revenue :**

AUD 21.8 million - FY ending 31st July 2021

AUD 0 – FY ending 31st July 2020

## SWOT Analysis :

The SWOT Analysis for Toys "R" Us is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Wide reach with broad spectrum of merchandise</li> <li>2.Company's long-standing efficient distribution network</li> <li>3.Owns unique Baby Brand</li> <li>4.Toys for differently abled children</li> </ul>	<ul style="list-style-type: none"> <li>1.Bankruptcy filing due to mismanagement of equity funds</li> <li>2.Starting from scratch due to closure</li> <li>3.Image tarnished due to discontinuation of operations</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Joint Ventures and Strategic Alliances</li> <li>2.Expansion to emerging economies like India</li> <li>3.Expanding digitally and leveraging technology</li> </ul>	<ul style="list-style-type: none"> <li>1.Retail industry is highly competitive</li> <li>2.Online retailers are dominating the market</li> <li>3.Inflation and global macroeconomic uncertainty</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Toys "R" Us is given below:

Political	Economical
1.Impact of Brexit and Ukrainian crisis 2.Increasing tensions in US - China relations	1.Growth in Chinese Economy 2.Contractionary fiscal policy followed in major and emerging economies
Social	Technological
1.Labour shortages globally 2.Licensed products to increase profitability 3.Shifting of consumer preferences away from materialistic purchases	1.Video game segment sales is subject to volatility 2.Usage of predictive analysis
Legal	Environmental
1.Stringent regulations and safety measures 2.Rampant counterfeiting	1.Increasing popularity of eco-friendly toys

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