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# S&P TEST

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## MICHAELS STORES SWOT & PESTLE ANALYSIS

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**Company Name :** Michaels Stores

**Company Sector :** Retail, Home Decor

**Operating Geography :** North America

**About the Company :** Michaels Stores, Inc., was founded in 1973 by Michael Dupey. At present it is headed by Mr Carl S. Rubin. It is an American retail chain of wide range of art and crafts, ranging from kids crafts sets to home décor and floral supplies. The Company HQ is in Irving, Texas, USA. As of January, 2017, this company has 1223 stores and further 144 stores in other subsidiaries, employing more than 48900 employees.

**Revenue :**4.4 billion Dollars

## SWOT Analysis :

The SWOT Analysis for Michaels Stores is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Number one arts &amp; crafts specialty retailer in North America</li> <li>2.Integrated distribution platform across retail, e-commerce and wholesale</li> <li>3.Experienced management team with reliable promoters</li> </ul>	<ul style="list-style-type: none"> <li>1.Vulnerable against cyber threats.</li> <li>2.Substantial financial leverage limits additional fund raising capacity</li> <li>3.Major reliance on foreign suppliers</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Market expansion in emerging economies.</li> <li>2.Employing analytics and leveraging inputs from social channels</li> <li>3.Using in store events to attract young moms</li> </ul>	<ul style="list-style-type: none"> <li>1.Competition from online players</li> <li>2.Strong US Dollar may impact Canadian revenues</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Michaels Stores is given below:

Political	Economical
1. No political affiliation. 2. Favourable political atmosphere	1.Retail sector going through tough times 2.Buy American, Hire American
Social	Technological
1.Brand recognition and social presence 2.Shifting of consumer preferences	1.Additive Manufacturing and 3D printing 2.Harnessing data to generate predictive insights
Legal	Environmental
1.Legal battle with customers over data breach	1.Low visibility in environmental issues

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