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BURBERRY GROUP SWOT & PESTLE ANALYSIS

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Company Name : Burberry Group

Company Sector : Fashion

Operating Geography : United Kingdom, Europe, Global

About the Company :

Burberry Group plc is an elite fashion house that deals in clothing (ready-to-wear and outerwear), accessories, shades, perfumes and cosmetics. Of these, its Gabardine trench coats in a signature checks pattern are the most popular product of the brand. The invention of the Gabardine, weatherproof cotton fabric, revolutionized rainwear. Founded in 1857 by Thomas Burberry, it is now a global luxury brand with an eccentric British touch. The brand holds its own for its unique design, innovation and craftsmanship. It has its headquarter located in London, United Kingdom. There are more than 459 outlets scattered around the world. Burberry was awarded for positive change by the british fashion council for working with the UN framework convention on climate change. Burberry also received the 2021 Board International Digital Leadership Award for Operations and Supply Chain. In honour of the Lola bag, Burberry introduced a new augmented reality (AR) feature on Burberry.com in June 2022. This feature enables users to virtually place a scale-model of the iconic bag within their environment.

The USP of Burberry lies in it being under the ‘Top 10 Most Valuable Luxury Brands’ worldwide. The mission of Burberry is “to delight customers by harnessing creativity to deliver extraordinary products of the highest quality and exceptional shopping experiences”.

Revenue :

£2.8 billion - FY ending 2nd April 2022

£2.3 billion – FY ending 27th March 2021

SWOT Analysis :

The SWOT Analysis for Burberry Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong and popular brand with a long history 2.Distinctive products and design 3.Strong brand focus leading to retention 4.Strong geographical presence in around 50 countries 	<ul style="list-style-type: none"> 1.Premium price range leads to narrow customer base 2.Dependent on only few products lines 3.Dynamic market conditions in Asian Market
Opportunities	Threats
<ul style="list-style-type: none"> 1.Changes in lifestyle leading to increase in purchasing power 2.Rising popularity of digital channels 3.Elevating the store experience 	<ul style="list-style-type: none"> 1.Major competitors in the market 2.High risk of imitation of the products 3.Uncertainty in the outlook for the luxury sector 4.Boycott from Chinese customers over concern on Xinjiang

PESTLE Analysis :

The PESTLE Analysis for Burberry Group is given below:

Political	Economical
1.Instability due to different policies in different countries	1.Impact of declining tourism due to Covid-19 2.Decline in sales due to lockdown in China
Social	Technological
1.Different Communities prefer different styles 2.Growth in local and young luxury consumers due to pandemic	1.Using latest platforms for promotion and sale 2.Stepping into luxury gaming will drive sales 3.Messenger chatbot for improved customer service
Legal	Environmental
1. Labor law and employment law	1.Usage of sustainable cotton 2.Sustainability initiatives across various operations

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