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KOHL'S SWOT & PESTLE ANALYSIS

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Company Name : Kohl's

Company Sector : Retail

Operating Geography : North America, USA

About the Company : Kohl's Corporation, or simply Kohl's, is an American publicly traded, departmental retail store chain founded on 12th September, 1962 in Milwaukee, United States. It is America's largest departmental retail store chain operating more than 1100 stores across 49 states and generating an annual sales of approximately USD 18 billion. As of January, 2017 it had close to 138000 full-time and part-time associates. It offers apparel, footwear, accessories for men, women and children as well as home products and home wares. It offers a mix of private label and exclusive brands as well as national brands.

Revenue :\$ 18686 million – 2016

SWOT Analysis :

The SWOT Analysis for Kohl's is given below:

Strengths	Weaknesses
1.Strong Merchandising 2.Strong Brand Equity 3.Strong Distribution Network 4.Bargaining Power over Vendors	1.Minimal Global Presence 2.Seasonality
Opportunities	Threats
1.Potential in Online Markets 2.Potential in Emerging Economies	1.Change in Government Policies 2.Increased Competition

PESTLE Analysis :

The PESTLE Analysis for Kohl's is given below:

Political	Economical
1.Regulations and policies of Trump administration 2.Effect on consumer spending due to government policies	1.Inability in raising capital 2.Increasing cost of business
Social	Technological
1.Emerging fashion trends 2.Kohl's care initiatives	1.Population purchasing online 2.Technological shift in businesses
Legal	Environmental
1.Regulatory approvals delay decision making and business growth 2.Change in tax laws and regulations	1.Showcasing environmental responsibility

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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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