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## DEBENHAMS SWOT & PESTLE ANALYSIS

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**Company Name :** Debenhams

**Company Sector :** Lifestyle & Retail

**Operating Geography :** United Kingdom, Europe, Global

**About the Company :**

Debenhams is a London based multi-national brand which was founded in 1778 by William Clark. It has a market cap of £355.09. It offers food services like cafes and restaurants, gifting services, clothing, household products and furniture. It is a pacesetter in high-street beauty wear, occasion wear & accessories. Debenhams offers its customers a wide range of brands consisting of its own brands as well as foreign brands & concessions. Premium brands like Ted Baker, Frost French, H! By Henry Holland, Ben Di Lisi, etc. are being sold in its up-market stores. It has dedicated significant amount of investment to design in the last 20 years. The online retailer Boohoo paid £55 million to acquire the Debenhams name and website in January 2021. However, Boohoo did not keep any of its stores, which resulted in the potential loss of 12,000 employment. When Debenhams' stores reopened to start winding down sales once some COVID-19 limitations were relaxed, Boohoo relaunched the website as Debenhams.com on 12 April 2021 under their own firm, Debenhams.com Online Limited. As of early 2023, Debenhams employed more than 12,000 people.

Debenham's mission is "to make shopping, confidence boosting, sociable and fun". The Company's USP or unique selling point lies in being a legacy brand with 200 years of operations in multi-brand retail offering differentiated and exclusive mix of private labels and international brands.

**Revenue :**

NA

## SWOT Analysis :

The SWOT Analysis for Debenhams is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong emphasis on digital growth</li> <li>2.Developing channels through Partnership</li> <li>3.Wide portfolio of products and brands</li> </ul>	<ul style="list-style-type: none"> <li>1.Dip in in-store sales</li> <li>2.Weak UK market adversely affecting Earnings</li> <li>3.Private equity takes their pound of flesh</li> <li>4.Failed to turn a profit after being snapped up by Boohoo Group</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Prospective partnerships to increase market share</li> <li>2.Restructuring policies to increase sales</li> <li>3.Opportunities in new segments &amp; geographies</li> <li>4.Bought by Boohoo Group for \u00a355 million in January 2021</li> <li>5.Global market for online fashion is forecast to continue to grow</li> </ul>	<ul style="list-style-type: none"> <li>1.Increasing costs may lead to shutting down of many stores</li> <li>2.Growing competition offline and online</li> <li>3.Dangers of Cybercrime on sales</li> <li>4.COVID-19 leading to empty stores</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Debenhams is given below:

Political	Economical
1.Impact of Russia-Ukraine war	1.Hedging against currency fluctuations 2.Prudent strategizing for inflationary situations 3.Digital-only retailers need older customers
Social	Technological
1.Growing smart phone users globally to increase sales 2.Keeping pace with changing customer demands 3.Rise of conscious consumerism 4.High streets and shopping centres sagging under the weight of boarded-up properties and "to let" signs	1.Making more efficient mobile technology 2.Tablet devices to increase customer facing time 3.Proliferation of data will be a significant challenge to business innovation
Legal	Environmental
1.Working Legal & regulatory bodies within organisation 2.Tweak in laws due to Brexit to affect sales	1.Not taking adequate steps to minimise textile waste in its supply chain

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