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UNDER ARMOUR SWOT & PESTLE ANALYSIS

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Company Name : Under Armour

Company Sector : Sports Goods

Operating Geography : USA, North America

About the Company : Under Armour Inc. is a multinational firm founded in 1996 by Kevin Plank which sells sports shoes, accessories and apparel. In 1998, they moved to a new headquarter and warehouse in Baltimore. Under Armour went public in 2005. In 2007, they opened their first branded retail store in Annapolis, Maryland. They have acquired many fitness companies like MapMyFitness, Endomondo, MyFitnessPal, etc. which has strengthened their presence in the fitness training domain. Under Armour won the Gold award in the 'Best Press Event' category of the 2018 Ex awards- the world's largest recognition program for experiential marketing. This award was received for the “Unlike any” campaign of Under Armour, where top 5 female athletes' stories were recited as poetry. As of 2020, Under Armour has a workforce of over 16,000 employees across its facilities.

All athletes faced discomfort with their T-shirts that got soggy and uncomfortable on sweating; Kelvin Plank being a football player himself, endeavored to solve this problem by designing T-shirts made up of a high -quality fabric that stayed dry and fresh even after absorbing sweat. The quality of product not only solved athletes' problem but became Under Armour's unique selling proposition or USP for which it continues to outstand in the market. Under Armour's mission statement reads “To make all athletes better through passion, design and the relentless pursuit of innovation.” The vision statement of Under Armour reads “To Empower Athletes everywhere”.

Revenue :

US\$ 5.30 billion (FY ending Dec 31st, 2019) (y-o-y growth of 3%)

US\$ 5.19 billion (FY ending Dec 31st, 2018)

SWOT Analysis :

The SWOT Analysis for Under Armour is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Broad product portfolio across apparel and sportswear 2. Multiple distribution networks 3. Strong revenue growth over the years 4. Marketing and promotion strategy allowing exposure to consumers 	<ul style="list-style-type: none"> 1. Limited geographic diversification 2. Substantial portion of sales from large wholesale customers
Opportunities	Threats
<ul style="list-style-type: none"> 1. Growing Markets in Asia-Pacific region 2. Well-positioned to access fast growth industries 3. Popularity of E-commerce and M-commerce 4. Positive outlook in the US athletic footwear market 5. Women are a significantly untapped segment in activewear marketplace 6. Designing spacesuits in partnership with Virgin Galactic 	<ul style="list-style-type: none"> 1. Threat from increasing competition 2. Impact of rise in wages for Asian workers 3. Impact of Covid-19 and other pandemics on supply chain

PESTLE Analysis :

The PESTLE Analysis for Under Armour is given below:

Political	Economical
1. Policy changes under Trump Administration 2. Political tensions in East Asia	1. Uncertainty due to Brexit 2. Increasing labour costs impacting margins
Social	Technological
1. Increasing consumer awareness on health and fitness 2. Increasing scope for women athletes' items	1. Internet penetration to drive e-commerce sales 2. Smart and connected apparel to provide consumers with real-time data and increased fitness 3. Futuristic voice technologies to impact sports apparel
Legal	Environmental
1. Tax laws in the countries of operation 2. Federal investigation regarding accounting practices	1. Water pollution due to textile production 2. Move towards environment protection

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