
S&P TEST

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HENNES & MAURITZ (H&M) SWOT & PESTLE ANALYSIS

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Company Name : Hennes & Mauritz (H&M)

Company Sector : Fashion retail, Clothing and accessories

Operating Geography : Sweden, Europe, Global

About the Company :

Hennes and Mauritz, better known as H&M is a multinational company which was started in 1947 in Swedish city Vasteras. It serves as a fast-fashion house for men, women, and children. It has been in operations for the past 76 years and ever since it has grown tremendously. It is the second largest global clothing retailer and has expanded its market across the globe and is a very popular name for quality clothing. It provides a wide range of selection to consumers. H&M's business strategy is to offer fashion and quality at the best price in a sustainable way. Another important aspect of H&M's growth strategy is to develop new brands to meet requirements of new customers. In 2023, H&M is taking further initiatives to improve sustainability in all parts of the world. The H&M Group includes eight brands viz., H&M, COS, WEEKDAY, MONKL, H&M HOME, & Other Stories, ARKET and AFOUND, together these brands offer men, women, and even babies a broad variety of products ranging from fashion, beauty, accessories, and homewares. It also has business venture with Afound, Treadler, Singular Society, Creator Studio and majority-owned Sellpy. Besides thousands of offline stores in across 79 countries, the company also has a strong online presence with online shopping available in 58 markets. H&M has 150,000 employees as of 2023.

The Unique Selling Proposition or USP of H&M lie's in being the second largest global clothing retailer, just after Inditex. Hennes and Mauritz's (H&M's) vision is to "use its size and scale to lead the change towards a circular and renewable fashion industry, all while being a fair and equal company." H&M's mission is to "offer their customers fashion and quality at the best price."

Revenue :

SEK 223,553 million - FY ending 30 November 2022 (y-o-y growth of 12%)

SEK 198,967 million - FY ending 30 November 2021

SWOT Analysis :

The SWOT Analysis for Hennes & Mauritz (H&M) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Global presence with strong brand value 2.High customer satisfaction due to product transparency 3.Strong performance driven by strong financials 4.Affordability and value for price 5.A diversified portfolio of brands around the world 	<ul style="list-style-type: none"> 1.Easy to replicate design 2.Slow response to changing consumer trends
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increasing popularity of online stores due to pandemic 2.Acquisition of Sellpy projected to increase profitability 3.Expanding home decor offerings- a lucrative opportunity 4.Seizing untapped market potential by strategic entry into Brazil 5.Engagement through expanded third-party brand strategy 	<ul style="list-style-type: none"> 1.Threats from competitors and local artisans 2.Continuous need for innovation in line with latest trends 3.Climate activists advocating for reduced consumption pose a significant threat to the fashion industry: 4.Fashion brands are experiencing significant revenue losses due to the sale of cheaper imitation products in the market

PESTLE Analysis :

The PESTLE Analysis for Hennes & Mauritz (H&M) is given below:

Political	Economical
1.Political implications of anticipated legislative changes in the fashion industry 2.Impact of Russia-Ukraine war	1.Navigating economic challenges and shifting consumer dynamics 2.Increasing disposable income in emerging markets
Social	Technological
1.Changing choices of customer 2.Social Media emerging as a storefront for fashion retailers 3.Redefining norms and embracing inclusivity in the fashion world	1.Innovative technologies such as data analytics and AI to improve efficiency 2.Increasing importance of online channels 3.Omni-model to increase customer experience
Legal	Environmental
1.Stricter norms and regulations for foreign companies in some countries	1.Demand for eco-friendly products 2.Sustainability \u2013 new goal for the organization 3.Adopting initiatives like textile innovation and clothing recycling programs

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Client Support:
support@swotandpestle.com