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TIFFANY SWOT & PESTLE ANALYSIS

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Company Name : Tiffany

Company Sector : Luxury Retail, Jewellery

Operating Geography : New York, United States, Global

About the Company : Tiffany & Co established in 1868 is an American luxury jewelry and specialty retailer and is headquartered in New York. The company and its subsidiaries designs manufacture and retails jewelry, sterling silver goods, leather goods, timepieces, crystal, stationery, and accessories. Tiffany is considered a prestigious brand in luxury segment and has a presence in 28 countries worldwide with 315 company-operated stores as of 2018.

Revenue :

\$4,169.8 million (FY ended 31st Jan 2018) (year-on-year growth of 4 %)

\$4,001.8 million (FY ended 31st Jan 2017)

SWOT Analysis :

The SWOT Analysis for Tiffany is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Well known brand, powerful & proprietary symbols 2.Partnership with Celebrated Designers 3.Strong Financial Position 4.Global Reach with Omni Distribution Channels 	<ul style="list-style-type: none"> 1.High dependence on American and Chinese markets 2.Unsuccessful in watch business 3.Counterfeit Tiffany's products in market
Opportunities	Threats
<ul style="list-style-type: none"> 1.The potential in Emerging Markets 2.Investments New Product Segments 3.Emerging trends in consumer behavior 	<ul style="list-style-type: none"> 1.Highly Fragmented Industry 2.Seasonality of demand 3.Challenging Economic Condition 4.Availability and price of diamonds, gemstones, etc.

PESTLE Analysis :

The PESTLE Analysis for Tiffany is given below:

Political	Economical
1.Impact of 'Brexit' 2.Political stance on climate change	1.Currency fluctuations globally
Social	Technological
1.The desire of exquisite customer experience 2.Demographic changes driving innovation	1.Investment in IT infrastructure 2.The significance of well-designed website
Legal	Environmental
1.Implementation of U.S Tax Cuts and Jobs Act 2.Challenges in sourcing of diamonds and precious metals	1. Steps taken to address sustainability

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