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## JOHN LEWIS SWOT & PESTLE ANALYSIS

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**Company Name :** John Lewis

**Company Sector :** Retail

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

**About the Company :**

John Lewis PLC is a retail giant founded in 1864 and headquartered in London, UK. The company exports its products to 52 countries worldwide and operated 50 John Lewis shops, 353 Waitrose shops and an online business. The John Lewis stores offers home furnishings, such as duvets, pillows, furnishing fabrics, curtains, roller blinds, and voile services. The services include personal styling and nursery advisory, John Lewis opticians, Bureaux de Change, Kuoni travel concessions, and beauty services comprising spas and brow bars. The store also deals with catering concessions, gifts and a range of financial products, including home, car, pet, travel and wedding insurance as well as foreign currency and cards. The company is involved in property holding operations and the provision of insurance, car finance, and management services. The Waitrose stores provide a range of products comprising home cooked meals, gourmet food, nutritious meals, snacks, drinks, groceries, and food and skin care ingredients. There are 85500 employees as of 2018.

The John Lewis Partnership's (JLP) 85,500 Partners own UK retail businesses - John Lewis and Waitrose. John Lewis Partnership's mission statement reads “the happiness of all our members, through their worthwhile, satisfying employment in a successful business, with success measured on our ability to sustain and enhance our position both as an outstanding retailer and as a thriving example of employee ownership. With this in mind, our strategy is based on three interdependent objectives Partners, customers and profit.” JLP’s USP or unique selling proposition lies in claiming and promoting the fact that it was “never knowingly undersold”, that means it tries to establish itself as the cheapest vendor (under certain prescribed conditions) of the items that it sells, which are of high quality and exclusive.

**Revenue :**

£ 11,374.2 million – 28th January, 2017 (y-o-y growth 3.22%)

£ 11,018.8 million – 28th January, 2016

**SWOT Analysis :**

The SWOT Analysis for John Lewis is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Robust Growth Strategy</li> <li>2. Strong online presence</li> <li>3. Focus on innovation and creativity platform</li> <li>4. High brand strength</li> <li>5. Extensive product offering</li> </ol>	<ol style="list-style-type: none"> <li>1. Lack of international presence</li> <li>2. Inconsistent Profitability</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Growing demand for Private labels</li> <li>2. Scope to enter new markets</li> <li>3. Rising focus on healthy foods</li> </ol>	<ol style="list-style-type: none"> <li>1. Rigorous laws and regulations</li> <li>2. Intense competition dominated by strong players</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for John Lewis is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Varying Trade policies</li> <li>2.Uncertainty in Import and export</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Impact of economic fluctuations</li> <li>2.Increase in costs</li> <li>3.Shift in consumer spending</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Increasing private labels growth</li> <li>2.More Focus on healthy foods</li> <li>3.Product information and safety</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Accelerating Online channels</li> <li>2.Rising sustainable technologies</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Litigations and regulatory actions</li> <li>2.Environment regulations</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Growing concern for the impact of products on the environment</li> <li>2.Adopting sustainable practices</li> </ol>

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