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## GIORDANO INTERNATIONAL SWOT & PESTLE ANALYSIS

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**Company Name :** Giordano International

**Company Sector :** Fashion Apparel and Accessories

**Operating Geography :** Asia Pacific and Middle East

**About the Company :** Founded in 1981, Giordano international is a Hong Kong based investment holding company. Worldwide, it engages in retail and distribution of men, women, and children fashion apparel and accessories. It operates through two segments i.e., 'Retail and distribution' and 'Wholesale sales to overseas franchisees'. Through a network of 2,414 stores (1,268 standalone stores) as of January 2018, Giordano International offers high quality value for money apparels. Majority of its stores are in Greater China, South Korea, Southeast Asia and the Middle East.

**Revenue :**

HK\$5,412 million (FY ended Dec 31st 2017) (year-on-growth of 5.18%)

HK\$5,145 million (FY ended Dec 31st 2016)

## SWOT Analysis :

The SWOT Analysis for Giordano International is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong brand image in Asia Pacific and China region</li> <li>2.Portfolio of brands catering to a wide section</li> <li>3.Quality customer service</li> <li>4.Continuous innovation in products and systems</li> </ul>	<ul style="list-style-type: none"> <li>1.Limited product range</li> <li>2.Slow response to changing consumer trends</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Growth opportunities in e-commerce platform</li> <li>2.US trade restrictions and protectionism</li> <li>3.Increasing market demand of clothing</li> </ul>	<ul style="list-style-type: none"> <li>1.Competition from new entrants and existing market players</li> <li>2.Unfamiliar regional politics and worldwide government policies</li> <li>3.Depreciation of Renminbi against the Hong Kong Dollar</li> <li>4.Threat from imitation products in markets such as HK, China and Middle East</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Giordano International is given below:

Political	Economical
1.Changes in tax structure due to underlying political pressures	1.Increasing cost of raw materials 2.Impact of currency fluctuation 3.Implications from increasing labour cost
Social	Technological
1.Debate in population of Japan	1.Cultural influences across different markets 2.Continuous adaption to changing tastes and preferences 3.Convenience to shop online over offline stores ";"
Legal	Environmental
1.IT systems driving competitive edge"],[" <b>Legal</b>	1.Pollution regulations may impact textile manufacturers","

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