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HASBRO SWOT & PESTLE ANALYSIS

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Company Name : Hasbro

Company Sector : Toys and Games, Entertainment

Operating Geography : United States, North America, Global

About the Company :

Hasbro Inc. originally named Hassenfeld Brothers, is an American toy company founded in 1923. The name was shortened to Hasbro, Inc. in 1985. It was founded by three brothers, Herman, Hillel and Henry Hassenfeld and initially sold textile remnants. They then advanced to making pencil cases and then eventually pencils. The first toy produced by them were doctor sets and modelling clay. Monopoly is one of its most popular games followed by My Little Pony and Transformers toys. The company is headquartered in Pawtucket, Rhode Island, and is known for creating popular brands such as Transformers, Monopoly, Nerf, My Little Pony, and Play-Doh. Hasbro's products are sold in over 130 countries, and the company has offices in several locations around the world, including the United States, Canada, the United Kingdom, France, Germany, and China. The company employs over 5,000 people globally. In addition to toys and games, Hasbro also produces television shows, movies, and other forms of media based on their intellectual property. The company has partnered with several major entertainment companies, including Disney, Marvel, and Paramount Pictures, to bring their brands to life on the big screen and small screen. As of early 2023, Hasbro employed over 6400 people.

The USP of Hasbro is that it is the third largest toy maker in the world. Hasbro's mission statement as per their annual report is of "Creating the World's Best Play Experiences".

Revenue :

US \$6.42 billion – FY ended December 31, 2021

US \$5.46 billion – FY ended December 31, 2020

SWOT Analysis :

The SWOT Analysis for Hasbro is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong revenue growth across segments with consistent financial performance 2.Strong brand equity with broad portfolio of owned and controlled brands 3.Established footprint across global markets 4.Capabilities in animation, storytelling and digital 5.Established omni-channel retail partnerships 	<ul style="list-style-type: none"> 1.Major reliance on license agreements and franchisees 2.Allegations of poor working conditions in suppliers' factories hurting the brand 3.High reliance on third party manufacturers
Opportunities	Threats
<ul style="list-style-type: none"> 1.Capitalizing on the evolving retail landscape 2.Growing demand for Digital gaming presents significant growth opportunities for Hasbro 3.Expansion into emerging markets to capture growth 4.Usage of toys as educational tools 	<ul style="list-style-type: none"> 1.Impact on top line growth due to fluctuations in currency exchange rates 2.Increasing availability of counterfeit products 3.Disruptions in the supply chain may result in loss of sales 4.Increasing competition from other major toy industry players 5.Popularity of toy box subscription may impact sales

PESTLE Analysis :

The PESTLE Analysis for Hasbro is given below:

Political	Economical
1.Growing conflict between China and the US may affect Hasbro's operations	1.Emerging markets set to experience strong growth 2.Rising inflation impacting toy demand
Social	Technological
1.Rapid change in consumer interests globally 2.Increasing usage of toys as tool for child development 3.Declining birth rates in developed economies	1.Research and Development fuelling innovation in the toy industry 2.Rising trend towards metaverse
Legal	Environmental
1.Strong industry laws and regulations	1.Development of environmentally responsible products Climate change forcing Hasbro to reduce its carbon footprint

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