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## PUMA SWOT & PESTLE ANALYSIS

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**Company Name :** Puma

**Company Sector :** Sports apparel and footwear

**Operating Geography :** Germany, Europe, Global

**About the Company :**

Puma SE is a German designer and manufacturer of sport and casual footwear, clothing and accessories and the third largest sportswear manufacturer globally. The company products are distributed in more than 120 countries. The company was founded by Rudolf Dassler in 1948 following a split with his brother Adolf Dassler. This split led to the parent company Gebrüder Dassler Schuhfabrik (Dassler Brothers Shoe Factory) being divided in Puma and Adidas. It has its headquarters located in Herzogenaurach, Bavaria, Germany. Puma has 16,000 people working for it. According to the most recent ranking by magazine Business of Fashion, which ranked the 30 biggest companies in the fashion industry, sports company PUMA is the most sustainable brand in the sector. The partnership between AC Milan and PUMA, a major global sports brand, will be extended for a considerable amount of time beginning in June 2022. Along with AC Milan, PUMA will continue to serve as the company's Principal Partner, Global Technical Supplier, and Official Licensed Partner as they plan to open the "PUMA House of Football" training facility.

The USP of PUMA lies in it being the third largest sportswear manufacturer in the world. PUMA's mission statement is "Forever Faster", through which it aims at giving athletes the necessary advantage to reach their full potential and express themselves through their own style of play.

**Revenue :**

6,805.4 million - FY ending December 31, 2021 (y-o-y growth of 32%)

5234.4 million - FY ending December 31, 2020

## SWOT Analysis :

The SWOT Analysis for Puma is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Investments in marketing to strengthen brand reach</li> <li>2. Global presence in key Sports Performance and Sport Style accounts</li> <li>3. Investments in operations and technology infrastructure</li> <li>4. Licensing strategy complementing and enhancing PUMA's products</li> <li>5. Strong focus on being locally relevant</li> <li>6. Continuous quality improvement of distribution system</li> </ul>	<ul style="list-style-type: none"> <li>1. Image as a cheaper alternative to the big sports brands</li> <li>2. Major sourcing concentrated in the Asian continent</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Focus on the women's segment</li> <li>2. Growth potential in global market for sports and fitness clothing</li> <li>3. Strong sales growth due to normalization after the end of lockdowns</li> <li>4. Stepping into metaverse will drive growth</li> </ul>	<ul style="list-style-type: none"> <li>1. Competition from larger brands and new entrants</li> <li>2. Amazon challenge to sportswear retail</li> <li>3. Increasing threat from counterfeit products</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Puma is given below:

Political	Economical
1.Adverse global political developments and uncertainty	1.Slow global economic growth 2.Higher private household income leading to higher spending in sporting goods 3.Currency volatility risks 4.Impact on Covid-19 on operations
Social	Technological
1.Consumers opting for healthier lifestyles and more exercise 2.Convergence of sportswear and fashion 3.Increased women participation in fitness and sports	1.Increasing popularity of wearable technology and smart textiles 2.Technology availability driving personalization 3.Stepping into metaverse will drive growth
Legal	Environmental
1.Strong compliance management system	1.Use of sustainable raw materials 2.Initiative to reduce plastic

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