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LOWE'S SWOT & PESTLE ANALYSIS

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Company Name : Lowe's

Company Sector : Retail, Home Improvement

Operating Geography : United States and Canada

About the Company : Founded by Carl Buchan in 1946, Lowe's is a Fortune 50 home improvement company headquartered in Mooresville, North Carolina, USA. The company serves 18 million customers every week across USA and Canada. The company also had a presence in Mexico but had to pull out due to poor performance of its stores in the Mexican market. The company operates 2200 home improvement and hardware stores. The company has 300000 employees. The stores sell merchandise of many top brands like GE, Samsung, Whirlpool, Stainmaster, Sylvania etc. The products are sourced from 7500 vendors around the world. The company also provides installation services through contractors in various product categories like appliances, kitchens, millwork etc. The company also has an Authorised Service Repair network that provides repair services for tools, fireplaces, water heaters etc.

Revenue :

US \$ 71,309 million (FY ended February 1, 2019) (3.9% YoY increase)

US \$ 68,619 million (FY ended February 2, 2018)

SWOT Analysis :

The SWOT Analysis for Lowe's is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Presence of well-known brands across categories attracts customers 2.Efficient supply chain is a win-win scenario for company and customers 3.Strong omni-channel capabilities enabling seamless customer experience 4.Lowe's Innovation Labs \u2013 a major source of competitive advantage 	<ul style="list-style-type: none"> 1.Poor overseas performance forcing store closures and suspending expansion plans 2.Weak performance compared to biggest competitor Home Depot
Opportunities	Threats
<ul style="list-style-type: none"> 1.Rising trend of DIY in home improvement 2.Baby boomers are looking to make their homes old age friendly 3.Booming home improvement market in Asia offers a great expansion opportunity 4.Strategic acquisitions to enhance operational capabilities 	<ul style="list-style-type: none"> 1.Cybersecurity incidents to affect business and reputation 2.Payments related risks could prove costly for business 3.Uncertainties involved in acquisitions could harm the company 4.Highly competitive home improvement market

PESTLE Analysis :

The PESTLE Analysis for Lowe's is given below:

<p style="text-align: center;">Political</p> <p>1. Political campaign contributions by retailers in exchange for favourable policies</p>	<p style="text-align: center;">Economical</p> <p>1. Customer spending on home improvement has a major impact on the market</p>
<p style="text-align: center;">Social</p> <p>1. Consumers increasingly opting for DIY in home improvement 2. Social media as a major communication channel between companies and customers</p>	<p style="text-align: center;">Technological</p> <p>1. Predictive analytics helping retailers improve customer experience 2. Robotics helping retailers improve operations and customer experience 3. 3D printing technology to help enabling on demand manufacturing 4. Augmented Reality and Virtual Reality techniques are reducing the complexity of home improvement</p>
<p style="text-align: center;">Legal</p> <p>1. Compliance with various local laws and regulations</p>	<p style="text-align: center;">Environmental</p> <p>1. Natural disasters increase the demand for home improvement products 2. Sustainable practices in home improvement</p>

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