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## TJX COMPANIES SWOT & PESTLE ANALYSIS

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**Company Name :** TJX Companies

**Company Sector :** Retail

**Operating Geography :** USA, Canada, Europe, Australia

**About the Company :** TJX Companies Inc. is a top American off-price retailer having 4300 stores in 9 countries. The company operates in USA, Canada, UK, Ireland, Germany, Australia, Poland, Austria and The Netherlands. The company's mission is to deliver great value to customers every day by offering frequently changing assortment of quality products 20-60% cheaper than the full price retailers. The company ranks at the 85th position among Fortune 500 companies. The company sources merchandise from 21000 vendors in more than 100 countries. TJX had approximately 270,000 employees on its rolls as of February 2019.

TJX Companies' mission is to deliver great value to its customers every day.

**Revenue :**

\$38,973 million (FY ending 2nd February 2019) (8.7% YoY increase)

\$35,865 million (FY ending February 2018)

## SWOT Analysis :

The SWOT Analysis for TJX Companies is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Flexible business model capable of delivering value worldwide</li> <li>2.High availability of quality products from across the world</li> <li>3.Effectively leveraging its global presence</li> <li>4.Maintaining low cost operations</li> <li>5.Strong financial performance and shareholder distributions</li> </ul>	<ul style="list-style-type: none"> <li>1.Controversies and lawsuits hurting the brand image</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Multichannel retail strategy being adopted by the industry</li> <li>2.Rise of experiential retailing</li> <li>3.Growing home furnishing market providing great investment opportunities</li> </ul>	<ul style="list-style-type: none"> <li>1.Competition to off-price stores from thrift stores</li> <li>2.Workforce challenges like employee retention and labor costs</li> <li>3.Quality and safety issues of merchandise sold in the stores</li> <li>4.Risks related to merchandise sourcing from other countries</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for TJX Companies is given below:

Political	Economical
1.US-China trade war likely to boost sales of off-price retailers 2.Political advocacy furthering company interests	1.Volatile global markets affect financial performance 2.Impact of fluctuating exchange rates on revenues
Social	Technological
1.Rise of social media usage globally	1.Rising trend of retailers moving from offline stores to e-commerce
Legal	Environmental
1.Data privacy issues lead to legal action that can impact the business	1.Reduction of greenhouse gas emissions 2.Green building concept to reduce harm to the environment 3.Waste management techniques \u2013 reduce, reuse and recycle

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