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## DICK'S SPORTING GOODS SWOT & PESTLE ANALYSIS

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**Company Name :** Dick's Sporting Goods

**Company Sector :** Retail, Sporting Goods

**Operating Geography :** United States, North America

**About the Company :** Dick's Sporting Goods, Inc. is an American Omni-channel retail company that deals in sporting goods. It is currently the country's largest store selling sporting goods. Its headquarters are located in Coraopolis, Pennsylvania. The company was created in 1948 by Richard "Dick" Stack. In the last couple of years, the company adopted various names. In November 1997, it was reincorporated as a Delaware corporation and in April 1999 changed to DICK'S Sporting Goods, Inc. It has the distinction of appearing 9 times on the Fortune 500 list and had ranked 340 in 2017. It has a nationwide reach with around 850 stores (124 are special concept stores and 726 are Dick's Sporting Goods stores) in 47 states of USA and as many as 15,300 full-time and 26,300 part-time employees as on Feb, 2020. Its international presence is limited to Canada, Hong Kong, and China. The store had initially started as an outlet offering fishing tackle and later in the 1970's expanded into women's sporting, fitness, and lifestyle accessories and team sport footwear, apparel and accessories. Golfing, hunting and fishing products are also sold here although the sales of guns have been stopped in recent years.

Dick's Sporting Goods claims that no sporting season is complete without their products. This is backed by their mission statement which states, "Our Mission is to be recognized by our customers as the #1 sports and fitness specialty Omni-channel retailer that serves and inspires athletes and outdoor enthusiasts to achieve their personal best through the relentless improvement of everything we do."

**Revenue :**

US\$ 8.75 billion - FY ended 1st Feb 2020 (y-o-y growth of 3.8%)

US\$ 8.43 billion - FY ended 1st Feb 2019

**SWOT Analysis :**

The SWOT Analysis for Dick's Sporting Goods is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Established authentic sporting goods retailer</li> <li>2.Broad portfolio of sports brands</li> <li>3.Premium footwear boosting Dick's brand image</li> <li>4.Strong focus on customer experience</li> </ul>	<ul style="list-style-type: none"> <li>1.Declining margins due to tussles and under-performance</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Increasing popularity of private labels from consumers</li> <li>2.Growing e-commerce segment</li> <li>3.Sports Matter initiative to support youth sports</li> </ul>	<ul style="list-style-type: none"> <li>1.Increasing competition in the sporting goods industry</li> <li>2.Availability of counterfeits in online marketplace</li> <li>3.Impact of trade war and virus outbreaks on the supply chain</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for Dick's Sporting Goods is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Deliberation on gun safety laws in the United States</p> <p>2.Impact of trade war and tariffs</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Business dependent on consumer discretionary spending</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Increasing acceptance of private labels</p> <p>2.Rising obesity levels encourage sports movement</p> <p>3.Ethical stand driving socially responsible investing</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.In-house software for e-commerce and inventory tracking</p> <p>2.Artificial Intelligence (AI) in retail to improve customer experience</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Regulations and complex litigations impacting business</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Sustainable clothing reducing environmental footprint</p>

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