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## FRENCH CONNECTION SWOT & PESTLE ANALYSIS

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**Company Name :** French Connection

**Company Sector :** Clothing

**Operating Geography :** United Kingdom, Europe, North America

**About the Company :** The French Connection Group designs headquartered in UK, produces and distributes branded fashion clothing for men and women to more than 50 countries around the world. French Connection was founded by Chairman and Chief Executive Stephen Marks in 1972. The company has a long history of trading based on very good design quality and innovative fashion, supported by a strong market presence resulting in one of the most highly recognized and respected clothing brands in the UK and across the world. The aim of the Company is to generate increased shareholder value through the sale of fashion products and the extension of the brands into other lucrative markets through licensing. For extending retail distribution further, the management has granted franchises and licences to quality retailers allowing them to operate French Connection branded retail stores in Europe, the Middle East, Asia and Australia. These customers are supplied through their wholesale channels in the UK and Hong Kong. The main countries where manufacturing takes place are China, India and Turkey.

This UK-based global retailer and wholesaler of fashion clothing, accessories and homeware's USP or unique selling proposition lies in the notorious usage of the widely popular "fcuk" acronym in its advertising campaigns which has become synonymous with its brand. French Connection is a design led British brand, creating distinctive products across womenswear, menswear, accessories and home for the modern lifestyle that appeals to a broad audience.

**Revenue :**

£119.9 million – FY ended 31st Jan 2020 (revenue down by 11.4%)

£135.3 million – FY ended 31st Jan 2019

## SWOT Analysis :

The SWOT Analysis for French Connection is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Broad segment of market served</li> <li>2. Brand presents innovative ideas with consistent quality and affordability</li> <li>3. Unique and successful history of marketing strategy</li> <li>4. Incumbent management with proven expertise</li> </ol>	<ol style="list-style-type: none"> <li>1. Fewer domestic locations for stores and factory outlets</li> <li>2. High operating expenses and financial losses</li> <li>3. Weak marketing efforts in present scenario</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. International Markets and global networks</li> <li>2. Rapid growth of E-Commerce</li> <li>3. Extensive use of Social Media by target customers</li> </ol>	<ol style="list-style-type: none"> <li>1. Increased competition from international brands</li> <li>2. Different national laws for business</li> <li>3. COVID-19 may cause severe global recession</li> <li>4. Change in global landscape</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for French Connection is given below:

Political	Economical
1.Impact of Brexit on business	1.Price Wars between competitors 2.Low productivity due to labour issues 3.Decrease in GDP due to slowdown and impact of COVID-19 4.Weakening Pound against US dollar
Social	Technological
1.Impact of coronavirus on business and society	1.Rapidly developing technological landscape 2.Digital transformation in clothing retail
Legal	Environmental
1.Misuse of brand name by celebrities 2.Trademark dispute over FCUK	1.Revelation of Ethical standards maintained in business 2.Initiatives for implementing environmental sustainability

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