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CARTER'S SWOT & PESTLE ANALYSIS

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Company Name : Carter's

Company Sector : Apparel, Baby Apparel

Operating Geography : United States, North America, Global

About the Company : Founded in 1865 by William Carter as the William Carter Company, the Carter's Inc. was established in 2003 and continued to develop as the largest designer and marketer of baby and young children apparel in the United States and Canada. The company acquired OshKosh B'gosh, a rival company, in 2005 to increase its market presence and distribution channels to become the market leader in baby and child apparel. The company differentiates itself on ground of high-quality fabric with innovative packaging and presentation strategies. Carter's Inc. along with OshKosh B'gosh operates via wholesale, retail stores in US and Canada and International franchise operated retail stores and online market in Mexico and outside North America. Various products like baby clothes, blankets, play clothes, sleepwear, sandals, diaper bags and many other baby and child usage items are sold under the umbrella brands of Carter's, OshKosh B'gosh and their newly acquired Skip Hop brand via 18,000 wholesale locations worldwide which includes department stores, national chain stores, specialty stores and discount retailers.

The company clearly focuses on an integrated marketing approach with well-connected Omni-channel operating in US and Canada. As the target customers are the millennials and gradually shifting towards the post-millennials, the company primarily invests to strengthen and evolve their digital marketing and distribution program alongside formulate innovative designs in apparels to retain and attract customers all over the globe. Carter's Inc. had over 20,000 employees on its rolls as of January, 2020.

Carter's Inc. Mission statement is "To serve the needs of all families with young children."

Carter's Inc. Vision statement is "To be the world's favorite brands in young children's apparel and related products."

Revenue :

\$ 3,519 million – FY ended 30th Dec 2019 (year-on-year increase of 2%)

\$ 3,462 million – FY ended 30th Dec 2018

SWOT Analysis :

The SWOT Analysis for Carter's is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Presence of well-connected Omni-channel in the United States 2.Growing international business in over 100 countries 3.Broad product portfolio covering major children apparel segments 4.Strategic expansion through M&A's 5.Commanding market share in baby clothing and apparel industry 	<ul style="list-style-type: none"> 1.Product sourcing dependent on few Asian countries 2.Entirely dependent on limited wholesale customers 3.Substantial level of debts
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increased spending and growth in children apparel segment 2.Expansion into the Asian markets 3.More customer engagement via online channel 	<ul style="list-style-type: none"> 1.Subjugated under various law suits 2.Presence of highly competitive market 3.Impact from COVID-19 pandemic outbreak

PESTLE Analysis :

The PESTLE Analysis for Carter's is given below:

Political	Economical
1.Trade war and change in regulations	1.Economic System in US and China over 2020 2.Government intervention in the free market and related consumer goods 3.Impact of labour cost and productivity
Social	Technological
1.Favourable demographics and culture 2.Consumer engagement through social media 3.Recent trend in baby clothing in Asian countries	1.Impact on value chain structure in consumer goods sector 2.Technology innovation in apparel industry
Legal	Environmental
1. Embroiled in various lawsuits	1.Environmental pollution regulations in apparel clothing industry 2.Initiatives towards sustainable products

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