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LEVI STRAUSS AND CO. SWOT & PESTLE ANALYSIS

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Company Name : Levi Strauss and Co.

Company Sector : Fashion and Apparel Products

Operating Geography : Americas, Europe, Asia (includes Middle-East and Africa)

About the Company :

Levi Strauss and Co is one of the largest clothing apparel companies in the world. The company was founded in 1853, and is famous for its invention of jeans as clothing apparel. It is still the global leader in jeans wear, and one of the largest companies in other segments of clothing apparel. L. S. & Co. has become a global multinational since its inception, headquartered in San Francisco, California. Presently it is operating in more than 110 countries around the world. Although the company specializes in jeans, it also manufactures and distributes casual pants, jackets, shirts, tops and related accessories across age groups for men and women. Its brands include Levi's®, Dockers®, Signature by Levi Strauss & Co. and Denizen. As of early 2023, Levi's employed over 16,600 employees globally. Levi Strauss & Co., ranked third among the top five clothing firms internationally, has been included in Fortune's annual list of the World's Most Admired Companies 2021 for the second year in a row.

L. S. & Co. believes in the philosophy of profits through principles, inculcating sustainability in every aspect of its business. It was one of the first companies in America to implement labor standards and water-saving technologies.

Revenue :

US\$ 6.16 billion – FY ended 27th November 2022 (year-on-year growth of 7%) US\$ 5.76 billion – FY ended 28th November 2021

SWOT Analysis :

The SWOT Analysis for Levi Strauss and Co. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Iconic brand with strong appeal in the youth segment 2. Wide global reach in more than 110 countries 3. Driving growth through diversification of business 4. Involved in strong collaborations and popular partner of choice 5. Established Omni-channel presence 6. Operational excellence with strong supply chain 	<ul style="list-style-type: none"> 1. Majorly dependent on a group of wholesale customers 2. High debt and interest payment requirement 3. Reliance on contract manufacturers
Opportunities	Threats
<ul style="list-style-type: none"> 1. Growing denim jeans market 2. High growth in Europe and Asia markets 3. Growing Direct-to-Consumer business 4. Pursue acquisitions to supplement its strong organic growth 	<ul style="list-style-type: none"> 1. Intense cost and pricing pressures in global apparel industry 2. Changes in consumer lifestyle and preferences 3. Impact from global trade war and Covid-19 pandemic

PESTLE Analysis :

The PESTLE Analysis for Levi Strauss and Co. is given below:

Political	Economical
1.Changes made to trade policy 2.Impact of Russia-Ukraine war on supply chain	1.Fluctuations in foreign currency 2.Dependence on consumer spending 3.Impact of Covid-19 on economy and businesses
Social	Technological
1.Responding timely to consumer demand and market conditions 2.Sustainable fashion trending amongst consumers 3.Advocating for 'RIGHT' social causes	1.Execution of e-commerce business 2.Investments in Information Technology systems 3.Machine learning-powered shipping optimization engine
Legal	Environmental
1.Cyber security, privacy and data protection risks 2.Protection of trademarks and Intellectual Property Rights	1.Focus on climate change and sustainability initiatives 2.Using sustainable materials in products

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