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## PVH SWOT & PESTLE ANALYSIS

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**Company Name :** PVH

**Company Sector :** Apparel, Fashion & Lifestyle

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

**About the Company :** PVH (Phillips-Van Heusen Corporation) is an American apparel company headquartered in New York, United States. The company started as a small family business in 1881 that sold hand-sewn shirts to local miners. It has since grown to become one of the top fashions and lifestyle companies in the world with three business groups: Calvin Klein, Tommy Hilfiger and Heritage Brands. The company's products are sold in more than 100 countries and has more than 40,000 associates in more than 40 countries as of 2020. PVH believes in the values of individuality, partnership, passion, integrity and accountability.

PVH vision statement reads "To be the most admired fashion and lifestyle company in the world."

**Revenue :**

\$ 9.9 billion – FY ended Feb 2, 2020 (year-on-year increase of 3%)

\$ 9.7 billion – FY ended Feb 4, 2019

\$ 8.9 billion – FY ended Feb 5, 2018

## SWOT Analysis :

The SWOT Analysis for PVH is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Legacy of strong brands popular across the world</li> <li>2.Strong focus on customer experience</li> <li>3.Efficient management of balance sheet and strong cash flows</li> <li>4.Growth through multiple strategic acquisitions</li> <li>5.Established capabilities for global procurement and sourcing</li> </ul>	<ul style="list-style-type: none"> <li>1.High dependency on a small number of wholesale customers</li> <li>2.High level of debt that could harm the business</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Growing athleisure market across the world</li> <li>2.Focus on innovation, speed and consumer analytics</li> </ul>	<ul style="list-style-type: none"> <li>1.High competition in the apparel industry</li> <li>2.Reduction in travel for consumers leading to reduced shopping</li> <li>3.Volatility in financial and credit markets</li> <li>4.Disruption in distribution facilities</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for PVH is given below:

Political	Economical
1.Impact of Brexit on business results 2.Chinese public backlash against foreign brands 3.Import restrictions, tariffs and trade wars	1.Foreign exchange rate fluctuations 2.Impact of economic volatility on pension plans
Social	Technological
1.Inclusion and diversity in the American fashion industry	1.Integration of digital with in-store experience 2.Artificial intelligence applications in trend spotting, design and customer experience
Legal	Environmental
1.Intellectual property rights to combat counterfeiters 2.Import restrictions in various countries	1.Initiatives for reduction in carbon emissions 2.Use of technology and innovation to increase sustainability

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