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CAPRI HOLDINGS SWOT & PESTLE ANALYSIS

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Company Name : Capri Holdings

Company Sector : Luxury Fashion

Operating Geography : United States, North America, Global

About the Company : Capri Holdings Limited (formerly known as Michael Kors Holdings Limited) is a multinational luxury fashion company founded in 1981 by American designer Michael Kors and is headquartered in New York, United States. It consists of three iconic international fashion brands, namely; Versace, Jimmy Choo and Michael Kors. These brands are industry leaders in style, design and craftsmanship offering vast and distinctive range of luxury fashion products which includes accessories, footwear, apparel, jewelry and fragrance products. These products are sold to customers through various retail and wholesale distribution channels operating in three main geographic markets; whole of America (U.S., Canada and Latin America), EMEA (Europe, Middle East and Africa) and Asia. The company also sells their products through wholesale distribution agreement to various geographic licensees and also provides licensing agreements to third parties providing permission to certain production, sales and distribution rights and allowing them to use Versace, Jimmy Choo and Michael Kors brand names and trademarks. Capri Holdings has over 17,000 employees as of 2020.

Capri Holdings Limited is publicly listed in the New York Stock Exchange (NYSE) under the symbol “CPRI”.The goal of Capri Holdings Limited is “To continue to extend the global reach of their brands while ensuring that their independence and exclusive DNA is maintained”.

Revenue :

US\$ 5,238 million- as on FY ended March 30, 2019 (year-on-year growth of 11%)

US\$ 4,719 million- as on FY ended March 31, 2018

SWOT Analysis :

The SWOT Analysis for Capri Holdings is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Global fashion luxury group led by world-class management team and founder-designers 2.Promising business strategy with trendsetting innovations 3.State-of-the-art omni-channel capabilities 4.Exceptional retail store coverage 5.Strong relationship with leading wholesale partners 6.Expertise in accessories and footwear segment 	<ul style="list-style-type: none"> 1.Vulnerable to cyber security risks 2.Risks subjected to ERP implementation plan 3.Dependency on few wholesalers for revenue generation
Opportunities	Threats
<ul style="list-style-type: none"> 1.Adjustment in operating strategy based on changes 2.Growth strategy and related opportunities 3.Growth opportunities via e-commerce and social media 	<ul style="list-style-type: none"> 1.Risks pertaining to suppliers and third-party agents 2.Volatility in tariffs and manufacturing costs 3.Impact of fluctuating exchange rates 4.Risks associated with international markets 5.Intense market competition

PESTLE Analysis :

The PESTLE Analysis for Capri Holdings is given below:

Political	Economical
1.Political risks pertaining to the foreign market 2.Political heat from China over Versace	1.Foreign currency exchange rate fluctuations 2.Impact of volatility in costs and trade tariffs 3.Impact of Covid-19 pandemic on economy
Social	Technological
1.Importance of social media in fashion industry 2.Millennials are big spenders in luxury fashion	1.Vulnerability of cyber security systems 2.ERP implementation to strengthen supply chain
Legal	Environmental
1.Import restrictions and governmental regulations 2.Fluctuation in tax laws across markets 3.Variation in law related to shareholders' rights	1.Driving luxury fashion through sustainability 2.Ensuring adherence to various environmental and liability laws

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