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SKECHERS USA SWOT & PESTLE ANALYSIS

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Company Name : Skechers USA

Company Sector : Sportswear Apparel

Operating Geography : United States, North America, Global

About the Company : Skechers USA, Inc. is a multibillion dollar valued American company developing lifestyle and performance products like apparel and footwear. Headquartered in California, US Skechers has expanded globally to have its products available in more than 170 countries. The international business for Skechers accounts for more than half of its sales providing it ample opportunities to expand worldwide. Founded in 1992 by Robert Greenberg who wanted to focus on the casual footwear market, Skechers expanded into lifestyle and footwear with diversification into athletic, casual and performance shoes. It has collections for men, women and kids providing them a wide range of apparel and accessories Skechers believes in developing products with detail attention to style, innovation, quality and comfort which remains their unique selling proposition. The company has more than 3500 retail stores through which the products are sold directly to consumers. The company also makes use of other distributors and e-commerce to sell its products. Skechers employed over 13,000 persons as of January 2020. Skechers traded on the New York Stock Exchange and received the Company of the Year award by Footwear Plus in 2019. This was its 8th award in the last 15 years. It also received Excellence in Children's Design award for Skechers Kids.

Revenue :

\$5,220 million - FY ending 31st December 2019 (year-on-year growth of 12.45%)

\$4,642 million - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Skechers USA is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Skechers is well expanded in the overseas market and has high returns from worldwide sales 2.Wide product offerings at a reasonable price designed for all gender and age group 3.Aggressive marketing leading to strong brand recognition 4.Steady cashflow and high operating margin over years 5.Competitive advantage in women's athletic shoe segment 	<ul style="list-style-type: none"> 1.Heavy dependence on a small customer segment 2.Skechers stores are mainly located in shopping malls 3.Sourcing mainly from limited independent contract manufacturers
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increasing athletic wear craze among the health-conscious consumers 2.Increasing direct-to-consumer business through concept stores, digital infrastructure and ecommerce 3.Investments in existing or new and adjacent markets 	<ul style="list-style-type: none"> 1.Limited digital capabilities and consumer engagement than competitors 2.Fear of brand dilution for Skechers which offers more than 3000 products in retail 3.Global footwear industry \u2013 an increasingly competitive business 4.Sales in China to be impacted by COVID-19 outbreak and subsequent economic slowdown

PESTLE Analysis :

The PESTLE Analysis for Skechers USA is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Manufacturing located in Asian markets subjected to political relations with those countries 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Worsening global economic conditions amidst pandemic would affect the distributors and consumers 2. Impact of fluctuations in foreign currency exchange rates
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Increasing awareness about sports footwear amongst health-conscious customers 2. Changing consumer preference towards performance footwear 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Innovation and style in sports lifestyle being driven by technology 2. Collaboration with other companies to create high tech sports shoes for better customer experience
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Lawsuits regarding patent and trademark infringements 2. Vulnerable to any change in tax laws, duties, quotas, tariffs and other trade restrictions due to global operations 3. Changes in US tax legislations to impact financials 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Focused towards reducing the impact of products on environment through multiple initiatives. 2. Reducing environmental impact caused by internal operations

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