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ASOS SWOT & PESTLE ANALYSIS

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Company Name : Asos

Company Sector : Fashion products and retail

Operating Geography : Europe, U.S. Australia

About the Company : ASOS plc. is a U.K. based online-only fashion retailer. ASOS stands for As Seen on Screen. The company was founded in the year 2000, and in a span of 23 years it has become the largest online retailer in the U.K. The retailer sells brands from the biggest high-street brands across the world, as well as its own line of clothing ranging in all types of products. As the modus operandi of the company is online only, it is highly dependent on its distribution system, which boasts a one-day delivery. It is currently operating and expanding in the Europe, U.S., and Australia regions. ASOS serves mainly those customers who are aged between 16 to 34 – the company names them as 20-somethings – and are internet-savvy has created a strong customer base greater than 26.4 million, for the company. The company boasts to be authentic, brave, and creative to its core, with around 3300 of its employees as of 2023 putting themselves in their customers' shoes and then coming up with creative solutions which would enthrall them. Driven by its core values i.e., Authentic, Brave, Creative- ASOS' unique proposition for customers, focuses on designing and curating the most relevant fashion, face, and body products for every fashion loving 20-something and amuse them with delivering compelling, friction-free digital experiences. Exclusive product range, brand choices, and consistent innovation continue to differentiate ASOS' from its competition thus presenting a competitive advantage to the company.

ASOS' USP or Unique Selling Proposition sprawls in being UK's largest independent online and fashion beauty retailer and one of the world's leading brands in the lifestyle and retail sector. ASOS's mission statement is "To become the number one destination for fashion loving 20-somethings." ASOS's vision statement is "To empower 20-somethings to look, feel and be their best so they can achieve amazing things."

Revenue :

£ 3,936.5 million – FY ending 31st August 2022(y-o-y growth of 2%)

£ 3,910.5 million – FY ending 31st August 2021

SWOT Analysis :

The SWOT Analysis for Asos is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Demonstrates resilient financial performance amid challenges: 2.Focused on delivering best-in-class customer experience 3.Strong customer loyalty in U.K. 4.Authentically and ethically sourced products 	<ul style="list-style-type: none"> 1.Financial struggles and fundraising challenges 2.Complex third-party brand relationships and supply chain vulnerability
Opportunities	Threats
<ul style="list-style-type: none"> 1.Scalability of platform across markets 2.Technological investments to improve customer experience 3.Fostering brand expansion and engagement 4.Seizing sustainable fashion opportunity through harmonizing consumer demand and eco-consciousness. 	<ul style="list-style-type: none"> 1.Cyber threat and data security 2.Impact of foreign exchange fluctuations 3.Intensified competitive landscape and market dynamics 4.Navigating evolving sustainability imperatives

PESTLE Analysis :

The PESTLE Analysis for Asos is given below:

Political	Economical
1.Impact of Brexit on retail business 2.Digital sales tax policy in the UK 3.Impact of Russia-Ukraine war	1.Global economy on high alert
Social	Technological
1.Making e-commerce all inclusive 2.Increasing popularity of shop-able social media posts 3.The rise of gender-fluid fashion, challenging norms and embracing inclusivity in the fashion industry	1.Overhauling of supply-chain arrangements 2.Rise of digital platforms for marketing 3.Revolutionizing fashion through the impact of generative AI
Legal	Environmental
1.Cyber threat and security of customer data	1.Questionable practices in "fast" fashion 2.Sustainability \u2013 a paradigm shift in retail

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