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BED BATH & BEYOND INC. SWOT & PESTLE ANALYSIS

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Company Name : Bed Bath & Beyond Inc.

Company Sector : Retail

Operating Geography : United States, Global

About the Company :

Bed Bath & Beyond Inc. is an American chain of domestic merchandise operating through retail stores. Its headquarters are based in New Jersey, United States and they specialize in home furnishings, domestics and merchandise as well as a wide assortment of products ranging from food, giftware, health and beauty care items. Since its founding in 1971, Bed Bath and Beyond has been the recommended destination for home goods, enticing shoppers with its affordable prices and its convenient availability. Its subsidiaries include Buy Buy Baby, and Christmas Tree Shops. Bed Bath and Beyond has catered to the needs of several consumers and as of 2020, the company has a total of 1,524 stores. Bed Bath and Beyond has announced the closure of 60 stores in 2020 to counterbalance its digital and physical presence in the competitive markets. As of 2020, Bed Bath and Beyond have employed approximately 62,000 people and have implemented requisite measures to ensure their safety amid the pandemic by closing all stores. Bed Bath and Beyond has received the Circle of Good Award for Outstanding Philanthropic Innovation for donating to 700 non-profit organizations worldwide.

Bed Bath and Beyond's unique selling proposition lies in being one of the world's largest American Retail Chains with profits amounting to 12 billion dollars annually featuring amongst S&P 500, Global 1200 Indices, Fortune 500 and the Forbes Global 2000. Bed Bath & Beyond's mission statement reads "To be the trusted expert for the home and heart-felt life events."

Revenue :

US\$ 12,028 million – FY ending March 02, 2019.

US\$ 12,349 million – FY ending March 02, 2018.

SWOT Analysis :

The SWOT Analysis for Bed Bath & Beyond Inc. is given below:

Strengths	Weaknesses
1.Omnichannel retailer offering high quality and differentiated products for the home and heart-felt life events 2.Robust ecommerce platform of various websites and applications 3.Diverse perspectives from the new board members under the Board Refreshment Initiative	1.Traditional business model format with no competitive advantage as compared to the latest market trends 2.Degrading financial performance over the years
Opportunities	Threats
1.Cost restructuring by selling redundant or low profitable business line operations like PMall.com and reducing workforce 2.Acquisition of Chef Central	1.Impact of Covid-19 2.Intense competition in retail and home improvement sector

PESTLE Analysis :

The PESTLE Analysis for Bed Bath & Beyond Inc. is given below:

Political	Economical
1.Impact of recent tax reforms in US, that is, US Tax Cuts and Jobs Act 2.China \u2013 United States trade war to impact sourcing	1.Volatility in hedge funds interest rates in US 2.Impact of Covid-19 on economy and business
Social	Technological
1.Wave of millennials in United States finally buying homes 2.Allowable gender diversity ratio in the corporates 3.Corporate Workforce Reduction initiative by Bath and Beyond	1.Advancement of the retail industry into technology like automated checkouts 2.Leveraging cloud computing in retail
Legal	Environmental
1.Impact of legal cases such as delay in the PMall sale due to Covid-19	1.Rules and regulations of FTC on environmental protection

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