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KERING SWOT & PESTLE ANALYSIS

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Company Name : Kering

Company Sector : Luxury Fashion, Lifestyle and Retail

Operating Geography : France, Europe, Global

About the Company : Kering is a global luxury brand whose headquarters are located in Paris, France. It was founded by François Pinault in 1963 under the name of Établissements Pinault. The company initially specialized in lumbering. Eventually through acquisitions, it entered into different segments like electric equipment distributions and retail market. Through acquisitions like Gucci and Yves Saint Laurent in 1999, it took its first step in building a multi-brand luxury group. Other major acquisitions include Boucheron in 2000 and Bottega Veneta and Balenciaga in 2001. The company took on its current name as recently as March 2013. The name Kering is a representation of the English word “caring”, which is a symbol of the company’s core values. This shift in name also marked the company’s complete shift to luxury products.

Currently the company specializes in fashion, leather goods, jewellery and watches. Kering has segregated its products into three major categories – luxury activities, eyewear and sport and lifestyle activities. Kering has nearly 38,000 employees as per early 2020 records. The company has ranked #362 on Forbes Global 2000 list 2019.

Kering’s mission statement reads, “To allow customers to express, fulfil and enjoy themselves through our products”.

Revenue :

Euros 15,884 million – FY ended Dec 2019 (year-on-year growth of 16.2%)

Euros 13,665 million – FY ended Dec 2018 (year-on-year growth of 26.3%)

Euros 10,513 million – FY ended Dec 2017

SWOT Analysis :

The SWOT Analysis for Kering is given below:

| Strengths | Weaknesses |
|---|--|
| <ol style="list-style-type: none"> 1. Innovative environment and empowering imagination 2. Consistent financial performance across brand houses 3. Varied product segmentation with an ensemble of exceptional fashion houses 4. Multi-brand model supported by vertical integration 5. Wide geographical spread 6. Well-developed distribution channels 7. Talent Development and Strong HR practices | <ol style="list-style-type: none"> 1. Embroiled in tax evasion investigations 2. Controversy of racist ads hurting brand |
| Opportunities | Threats |
| <ol style="list-style-type: none"> 1. Enhancing E-commerce and online presence 2. Digital transformation to bring new opportunities 3. Kering's Sustainability Strategy | <ol style="list-style-type: none"> 1. Fluctuating Political Environment 2. Increasingly competitive environment 3. Availability of cheap counterfeits |

PESTLE Analysis :

The PESTLE Analysis for Kering is given below:

| | |
|--|--|
| <p style="text-align: center;">Political</p> <p>1. Government policies and impact of trade war</p> | <p style="text-align: center;">Economical</p> <p>1. Economic uncertainty in France and globally 2. Growth in emerging markets</p> |
| <p style="text-align: center;">Social</p> <p>1. Structural changes impacting luxury fashion market 2. Increase in demand for innovative and personalised products</p> | <p style="text-align: center;">Technological</p> <p>1. Leveraging technology for efficiency and lower cost 2. Digitalization and artificial intelligence</p> |
| <p style="text-align: center;">Legal</p> <p>1. Data protection and Business laws</p> | <p style="text-align: center;">Environmental</p> <p>1. Strong focus on sustainability reporting 2. Renewable technology and waste management 3. Ethical raw material sourcing</p> |

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