

---

# S&P TEST

SWOT & PESTLE.com

---

## DOLLAR GENERAL SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. Topurchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** Dollar General

**Company Sector :** Retail, Discount Retailer

**Operating Geography :** United States

**About the Company :** Dollar General Corporation is an American chain of retail stores selling consumables, seasonal items, home products and apparel. Dollar General's headquarters are located in Goodlettsville, Tennessee. The variety stores foster cozy shopping options for daily needs offering a carefully curated assortment of popular brands at attractively discounted prices. As of April 2020, Dollar General employs over 1,35,000 people and runs over 16,000 stores in 46 states across the United States. Dollar General's various subsidiaries include Dolgencorp, Dollar General Global Sourcing and Dollar General Literary Foundation. The company was formerly recognized as J.L Turner & Son and later converted their name to Dollar General Corporation in 1968. Dollar General was established in 1939, family-owned by two brothers with an initial investment of \$5000 each. After years of perseverance, its annual revenue now amounts to almost \$23.5B annually. Fortune 500 acknowledged Dollar General in 1999 and recently in 2020, the Company reached 112th position. Dollar General is among the largest discount retailers in the United States by the number of stores. The company runs on a simple business model aiming to provide a wide base of customers with their essentials, every day and household needs, enhanced with a variety of general commodities, at low prices, in easily accessible locations.

Dollar General sells a wide range of products from some of America's most-trusted brands such as Clorox, Energizer, Procter & Gamble, Hanes, Coca-Cola, Mars, Unilever, Nestlé, Kimberly-Clark, Kellogg's, General Mills, and PepsiCo. Additionally, the company stocks high-quality private brands to equip customers with more options to purchase products at tangible discounts. Dollar General's private brands incorporate Clover Valley®, Good & Smart®, true living®, DG Home®, Gentle Steps®, Studio Selection , DG Health®, DG Office®, Comfort Bay®, Bobbie Brooks®, Smart and Simple® and more. In March, 2020, Dollar general celebrated the opening of its first

store in Pine Bluffs, Wyoming, extending its national presence.

Dollar General Corp.'s unique selling proposition or USP lies in being the largest small-box discount retailer in the United States. It also ranks among the largest retailers of top-quality brands made by America's most trusted manufacturers. Dollar General's mission statement reads "Serving others; by placing our customers at the center of what we do, working every day to deliver value and convenience."

**Revenue :**

US\$ 27.8 billion – FY ending Jan 31st, 2020

US\$ 25.6 billion – FY ending Feb 1st, 2019

## SWOT Analysis :

The SWOT Analysis for Dollar General is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Same-store sales growth for 30 consecutive years</li> <li>2. Established position as a low-cost operator</li> <li>3. One of the largest discount retailers spread widely across the United States</li> <li>4. Everyday low prices for national and private brands.</li> <li>5. Successful in leveraging economies of scale</li> </ul>	<ul style="list-style-type: none"> <li>1. Penalty and reputation damage for selling expired items</li> <li>2. Offering mostly processed packaged foods with limited options of fresh produce</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Investment in employees to gain competitive advantage</li> <li>2. Growth in their low risk real estate model</li> <li>3. Partnership with FedEx to increase customer footfall</li> <li>4. Expanding into more states by opening more stores</li> <li>5. Expansion in private label categories</li> </ul>	<ul style="list-style-type: none"> <li>1. Highly competitive discount consumer goods market.</li> <li>2. Effect of Covid-19 to defer imported merchandise from China</li> <li>3. Legislations against predatory proliferation of dollar stores</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Dollar General is given below:

Political	Economical
1.Trade tensions between United States and China	1.Impact of change in disposable income of the customers
Social	Technological
1.Focus on vastly underserved markets 2.Local societal impact of dollar stores in small towns 3.Increasing acceptance of private labels	1.Using cutting edge digital technology. 2.Technology driven supply chain network
Legal	Environmental
1.Legislations and backlash against dollar stores.  2.Compliance with privacy laws to maintain security 3.Laws related to product liability, product recall and product safety	1.Sustainable and business friendly practices to reduce environmental impact 2.Adopted first safer chemical policy to ban 8 chemicals

Please note that our free summary reports contain the SWOT and PESTLE table contents only.  
 The complete report for **Dollar General** SWOT & PESTLE Analysis is a paid report at **14.53 U.S.D.**



\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



# S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
**[support@swotandpestle.com](mailto:support@swotandpestle.com)**