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DOLLAR GENERAL SWOT & PESTLE ANALYSIS

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

PESTLE Analysis :

The PESTLE Analysis for Dollar General is given below:

<p style="text-align: center;">Political</p> <p>1.Trade tensions between United States and China</p>	<p style="text-align: center;">Economical</p> <p>1.Impact of change in disposable income of the customers</p>
<p style="text-align: center;">Social</p> <p>1.Focus on vastly underserved markets 2.Local societal impact of dollar stores in small towns 3.Increasing acceptance of private labels</p>	<p style="text-align: center;">Technological</p> <p>1.Using cutting edge digital technology. 2.Technology driven supply chain network</p>
<p style="text-align: center;">Legal</p> <p>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</p>	<p style="text-align: center;">Environmental</p> <p>1.Sustainable and business friendly practices to reduce environmental impact 2.Adopted first safer chemical policy to ban 8 chemicals</p>

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