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SAMSONITE INTERNATIONAL SWOT & PESTLE ANALYSIS

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Company Name : Samsonite International

Company Sector : Consumer Goods

Operating Geography : Asia, Europe, North America, Latin America

About the Company :

Samsonite International S.A. is a Hong-Kong based company with its headquarters in Luxembourg. It is primarily engaged in the operation, sourcing and manufacture of computer bags, outdoor and casual bags, travel accessories and slender protective cases for personal electronic devices under the Samsonite, Tumi, American Tourister, Speck, Gregory, Lipault, Hertmann and eBag brand names. As of 2020, Samsonite International employs 14500 people. The company was founded by Jesse Shwayder in 1910 and began its business as a truck manufacturing company. Over the last century, the company has widely commercialized innumerable innovations in luggage, establishing principal industry trends and catering to consumer needs. Samsonite has participated in numerous prestigious international competitions for 'design and innovation' and has won the Reddot design award for three consecutive years and has been voted as Favourite Luggage Brand at the Travelers Choice Awards.

Samsonite International S.A.'s unique selling proposition lies in being the largest travel luggage company in the world. Its mission statement reads, "To provide an answer to the customer's needs for private and business travel by building a product that meets the challenges of today's extremely mobile environment."

Revenue :

USD 3,638.8 million – FY ending 31st December 2019 (y-o-y increase of (-) 4.17%)

USD 3,797.0 million – FY ending 31st December 2018 ?

SWOT Analysis :

The SWOT Analysis for Samsonite International is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong international brand presence owing to a wide range of well-renowned and licensed brand names 2.Robust distribution channels and sourcing ability spread across the globe 3.Well known for its innovative and high-performance products and services 4.Significant progress in direct-to-consumer net sales growth 5.High agility and adaptability in the rapidly growing digital landscape 	<ul style="list-style-type: none"> 1.Trimming down advertising expenses to maintain margins 2.Decline in sales growth in China due to reduction in B2B sales 3.Lagging in addressing deforestation initiatives
Opportunities	Threats
<ul style="list-style-type: none"> 1.Capital investments in undertaking digital initiatives 2.International penetration of brands like Tumi 3. Demand for products created using sustainable and innovative materials, methods and models 	<ul style="list-style-type: none"> 1.Shifting sourcing from China to other suppliers due to the outbreak of Covid-19 2.Political disputes like US-China trade war acting like trade barriers 3.Disruptive impact of Covid-19 on travel industry to impact sales 4.Significant regional competitors across global markets

PESTLE Analysis :

The PESTLE Analysis for Samsonite International is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Increment in the tariff imposition on products imported from China to the US 2.Political unrest in Hong Kong, Chile and South Korea 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Effects of foreign currency translations on business parameters like net sales decline 2.Components of income tax expense attributable to the US tax reform
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Switching trends from traditional to online or e-commerce mode 2.Swift increase in the number of tech savvy customers 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Leveraging data to provide a strong digital experience 2.Implementation of 3D printing to accelerate innovation
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Alignment with the consumer data privacy laws like the PCI compliance for the US-based businesses 2.Compliance with regulation of raw materials 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Involved in the recycling of PET bottles to reduce landfill wastes 2.Initiatives taken towards becoming carbon neutral in the future

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