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## GUESS SWOT & PESTLE ANALYSIS

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**Company Name :** Guess

**Company Sector :** Fashion and Lifestyle

**Operating Geography :** North America, Europe

**About the Company :** Guess an American clothing brand and retailer. In addition to clothing for both men and women, the company also sells a wide range of fashion accessories such as watches, jewelry, perfumes, and shoes. Guess was founded in 1981 by Georges Marciano, and his brothers Maurice Marciano, Paul Marciano, and Armand Marciano with its headquarters in Los Angeles. The company was one of the first companies to create designer jeans. At the beginning, the jeans were mainly designed for women, they started a men's line in 1983. GUESS operates in fast-moving global markets serving the style-conscious consumer through the iconic GUESS brand image. Their designers travel throughout the world to monitor fashion trends and discover fabrics that inspire new lines and collections. GUESS has a number of trademarks under its wing, which includes GUESS, GUESS?, GUESS U.S.A., GUESS Jeans, GUESS? and Triangle Design, MARCIANO, Question Mark and Triangle Design, a stylized G and a stylized M, GUESS Kids, Baby GUESS, YES, G by GUESS, GbG, GUESS by MARCIANO and Gc.

As of February 2020, the company had over 4,900 U.S. and internationally registered trademarks or trademark applications pending with the trademark offices in over 175 countries around the world, including the U.S. Guess And Marciano apparel products are designed by their own separate in-house design teams located in the U.S., Switzerland and South Korea. The company also derives significant royalty revenue from licensing activities across the globe. Guess sells its products through both domestic and international wholesale distribution channels as well as licensee operated retail stores and concessions. GUESS had approximately 15,800 employees globally as of February 2020.

Guess mission statement states that “We are committed to being a worldwide leader in the fashion industry.” GUESS is one of the pioneer companies to have manufactured designer denim, certainly, its USP or Unique Selling Proposition lies in being one of the most popular brands for

possessing a full range of stylish designer and high-quality denim, apparel and accessories. The company is also well known for its unparalleled styling, precise fitting, and high-grade quality clothes that have a long-lasting life.

**Revenue :**

US\$ 2.68 billion - FY ended 1st Feb 2020 (y-o-y growth of 2.6%)

US\$ 2.61 billion - FY ended 1st Feb 2019

**SWOT Analysis :**

The SWOT Analysis for Guess is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Brand equity source of sustainable competitive advantage</li> <li>2.Multiple distribution channels across the globe</li> <li>3.Strong management and excellent corporate strategies</li> <li>4.Strong relation with reliable suppliers</li> <li>5.Guess personalized shopping application for tech-savvy customers</li> <li>6.Agile and responsible supply chain</li> </ul>	<ul style="list-style-type: none"> <li>1.Multiple cases of labor laws violations</li> <li>2.Negative publicity due to harassment allegations</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Market growth of Denim Jeans</li> <li>2.Emergence of e-commerce</li> <li>3.Increased penetration in key categories including denim, Marciano, men's and handbags</li> <li>4.New dynamics creating future consumer opportunities</li> </ul>	<ul style="list-style-type: none"> <li>1. Demand shock due to Corona virus outbreak</li> <li>2. Slowing customer traffic in malls or outlet centers</li> <li>3. Risk in global business</li> <li>4. Adverse environmental impact of jeans manufacturing</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Guess is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. 2017 Tax Cuts and Jobs Act in the U.S</li> <li>2. Impact of US- China trade war on sourcing</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Impact of foreign currency volatility</li> <li>2. Dependency on Credit Market</li> <li>3. Impact of Covid-19 on business and fashion industry</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Change in fashion taste of customers</li> <li>2. Evolving consumer expectations and behaviours</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Adopting latest PLM and ERP technologies</li> <li>2. Bringing artificial intelligence to fashion</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Sweatshop allegations by employees</li> <li>2. Gucci logo infringement allegations against GUESS</li> <li>3. Increased need for Data Privacy</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Increasing the environmental sustainability of products</li> <li>2. Implementing sustainable sourcing policies</li> <li>3. Increase in environment friendly practices in operations</li> </ol>

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