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COLUMBIA SPORTSWEAR SWOT & PESTLE ANALYSIS

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Company Name : Columbia Sportswear

Company Sector : Sportswear

Operating Geography : United States, North America

About the Company :

Columbia Sportswear is a global outdoor brand based in Portland, Oregon, United States. Founded in 1938 by Paul Lamfrom, it started as a small hat manufacturer named as Columbia Hat Company. But then it eventually passed to his daughter Gert Boyle who is actually considered Columbia's founder with her "Tough Mother" persona living in the brand. Over these 82 years, Columbia has gradually shifted from hats to outerwear, sportswear and footwear along with other outerwear accessories like headgear, camping equipment, ski apparel and so on and sells the products in approximately 90 countries. It employs around 8900 full time and part time employees at the start of 2020.

Columbia Sportswear strives to make its products better than perfect and the high standards that it maintains has remained its USP or unique selling proposition. Its motto remains: "It's perfect, now make it better". Its strong belief in innovation for everyone makes their products unique and strong enough to be tested multiple times before handing over to the customers. Columbia Sportswear's mission statement reads "to be more than a leader in the global lifestyle industry and connect active people with their passion".

Revenue :

\$3,042 million -as of 31st Dec 2019

\$2,802 million -as of 31st Dec 2018

SWOT Analysis :

The SWOT Analysis for Columbia Sportswear is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong, innovative and unique brand portfolio 2.Diversified geographic, channel and category sales mix 3.Positive brand image and awareness among customers 4.Increasing sales and profit over years 	<ul style="list-style-type: none"> 1.Heavy dependence on a limited number of suppliers 2.Reliance on contract manufacturers with no long-term commitments
Opportunities	Threats
<ul style="list-style-type: none"> 1.Collections inspired from Hollywood characters and movies 2.Increasing population moving outdoors and towards nature 3.Estimated growth of global outdoor market 	<ul style="list-style-type: none"> 1.US increasing tariff on Chinese imported goods 2.Global apparel industry \u2013 an increasingly competitive business 3.Increasing counterfeit reproduction would hamper the sales and reputation 4.Shifts in retail consumer purchasing patterns

PESTLE Analysis :

The PESTLE Analysis for Columbia Sportswear is given below:

<p style="text-align: center;">Political</p> <p>1.Impact of political instability like trade wars among countries</p>	<p style="text-align: center;">Economical</p> <p>1.Worsening global economic conditions amidst pandemic would affect the distributors and consumers</p> <p>2.Impact of fluctuations in foreign currency exchange rates and inflation</p> <p>3.Downturn in global credit market</p>
<p style="text-align: center;">Social</p> <p>1.Changing consumer preference towards outdoor activities and fashion trends</p> <p>2.Increasing consumer preference for sustainable fabrics and clothing</p>	<p style="text-align: center;">Technological</p> <p>1.Heavy reliance on information technology systems including third party cloud-based solutions</p> <p>2.Integration of fashion with technology to create sustainable outwears</p>
<p style="text-align: center;">Legal</p> <p>1.Vulnerable to any change in tax laws, duties, quotas, tariffs and other trade restrictions due to global operations</p> <p>2.Change in labour laws affecting the collective bargaining agreement</p> <p>3.Promoting Fair Trade Certified products</p>	<p style="text-align: center;">Environmental</p> <p>1.Multiple initiatives taken towards conservation and sustainability</p> <p>2.Development and adoption of green chemistry to deliver sustainable products</p>

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