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## HANESBRANDS INC SWOT & PESTLE ANALYSIS

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**Company Name :** Hanesbrands Inc

**Company Sector :** Apparel

**Operating Geography :** North America, Global

**About the Company :**

Hanesbrands Inc is an American clothing company. It manufactures and markets leading everyday basic apparel under world's strongest apparel brands in America, Europe, Asia, Australia and South Africa. It includes both national and dominant regional brands. It is the world's largest marketer of basic apparel. Its offerings include bras, panties, shapewear, sheer hosiery, men's underwear, children's underwear, socks, T-shirts, sweatshirts, fleece and other activewear. It is the largest seller of intimate apparel, male underwear, socks, shapewear, hosiery and T-shirts in the United States. It was founded in 1901 and enjoys a high brand recognition. It is headquartered in Winston-Salem, N.C and provides its products in more than 40 countries. It employs around 63,000 as of early 2020. This American apparel maker's Sell More, Spend Less and Make Acquisitions strategies are fuelling growth and creating value for their shareholders, consumers, retailers, employees and communities.

Hanesbrands is a diverse, global apparel company that encompasses a portfolio of profitable businesses under some of the world's strongest apparel brands, including Hanes, Champion, Bonds, Maidenform, DIM, Bali, Playtex, Bras N Things, Nur Die/Nur Der, Alternative, L'eggs, JMS/Just My Size, Lovable, Wonderbra, Berlei and Gear for Sports.

Hanesbrands USP or unique selling proposition lies in being the world's largest marketer of basic apparel. The Company features under S&P 500 and also ranked 490 on the Fortune 500 list. Hanesbrands' Vision is "To be the leading apparel essentials company in the world." Hanesbrands' Mission Statement reads "Delivering superior returns to our shareholders by leveraging our strong brands, innovative products, low-cost operating structure and optimized cash flow to build leading share across brick & mortar and digital channels" The most important strategy is Sell More, Spend Less and Make Acquisitions. Hanes operates its own manufacturing facilities and has more than 90% of the apparel units, which are sold worldwide and in US, manufactured in its own plants or those of dedicated contractors. This gives Hanes an upper hand in ensuring the quality and also gives Hanes more control on the products.

**Revenue :**

\$6.96 billion – FY ending 28 December 2019

\$6.80 billion – FY ending 29 December 2018

## SWOT Analysis :

The SWOT Analysis for Hanesbrands Inc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong and innovative brand portfolio</li> <li>2.Great supply chain and regional infrastructure</li> <li>3.Great operational discipline through continuous improvement</li> <li>4.Resilient business model focused at driving strong cash flows</li> <li>5.Successful innovate-to-elevate strategy</li> <li>6.Acquisition accretion driving earnings growth</li> </ul>	<ul style="list-style-type: none"> <li>1.Heavy dependence on a limited number of customers</li> <li>2.Dependence on limited third-party suppliers or manufacturers</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Growth in global activewear market</li> <li>2.Heavily branded global Innerwear market</li> <li>3.Replenishment business generates strong cash flows</li> </ul>	<ul style="list-style-type: none"> <li>1.Basic apparel industry \u2013 an increasingly competitive business</li> <li>2.Shifts in retail consumer purchasing patterns</li> <li>3.Fluctuations in the price of raw materials</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Hanesbrands Inc is given below:

Political	Economical
1.Uncertainty related to Brexit would affect the operations	1.Worsening global economic conditions amidst pandemic would affect the distributors and consumers 2.Impact of fluctuations in foreign currency exchange rates. 3.Inflation can have long-term impact on the business
Social	Technological
1.Increasing interest of consumers towards socially responsible brands 2.Preference of branded products in innerwear segment	1.Innovation using leading technology for better customer experience
Legal	Environmental
1.Change in effective tax rate owing to complex multinational tax structure 2.Compliance with foreign laws and regulations, changes in tariffs or any regulatory requirements	1.Focus on recycling products to minimize waste 2.Working towards reducing energy use and conserve water

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