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SWATCH GROUP SWOT & PESTLE ANALYSIS

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Company Name : Swatch Group

Company Sector : Consumer Goods, Watches

Operating Geography : Switzerland, Europe, Global

About the Company :

The Swatch Group Ltd is an international Swiss manufacturer of luxury watches and jewelry with its headquarters based in Biel, Switzerland. In 1998, SMH (Swiss Corporation for Microelectronics and Watch-making Industries Ltd.), was founded by Nicolas G. Hayek post the merger of Swiss watchmakers ASUAG and SSIH and was rebranded as the “The Swatch Group”. The leader, Nicholas G. Hayek, led the firm’s recovery from severe crisis and elevated the brand to being one of the most successful in the watch-making industry. As of 2020, the Company employs approximately 36100 people from over 50 countries. In addition to the Swatch product line, the Group also owns various other brands like Blancpain, Breguet, Omega, Tissot, Glashutte Original, Harry Winston and RADO. The Swatch Group is also actively invested in safeguarding the environment through their practice of sustainability and conservation. Moreover, measures to reduce energy and resource consumption are some of their seminal focus areas.

The Swatch Group’s unique selling proposition or USP lies in being the number manufacturer of finished watches in the world. Its mission statement reads,” The Swatch Group is dedicated to developing professional watchmakers and future sales service leaders for the Swiss watch industry.”

Revenue :

CHF 8243 million FY ended 31st Dec 2019

CHF 8475 million FY ended 31st Dec 2018

SWOT Analysis :

The SWOT Analysis for Swatch Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Portfolio of prestigious brands covering all price segments and consumer preferences 2.Strong store retail and digital presence 3.Country specific celebrity endorsement 4.Strong sports presence as sponsors 5.Harry Winston - most prestigious fine jewelry and timepiece brand 	<ul style="list-style-type: none"> 1.Production issues in Habillage sector 2.Major dependency on Chinese consumers
Opportunities	Threats
<ul style="list-style-type: none"> 1.Entering the smartwatch and wearables market 2.Growth of luxury accessories market 	<ul style="list-style-type: none"> 1.Effect of Covid-19 hit major business in China. 2.Restrictions on movement manufacturer ETA. 3.Counterfeits and replica watches affecting brand reputation 4.High-end smartwatches and wearables eating into luxury watch market

PESTLE Analysis :

The PESTLE Analysis for Swatch Group is given below:

Political	Economical
1.Chinese crackdown on corruption impacting Swiss watch exports 2.Impact of political unrest in key market of Hong Kong 3.Debate in sales in France due to yellow vest protests	1.Global recession due to coronavirus pandemic to impact luxury sector
Social	Technological
1.Chinese customers moving their attention to other brands 2.Consumer demand for smartwatches and wearables	1.Innovation using Internet of Things (IOT) technology 2.Levering advanced robotics and new technologies in manufacturing
Legal	Environmental
1.Legal battle between Swatch Group and COMCO 2.Involved in lawsuit for trademark dispute	1.Initiatives for sustainable practices in internal operations 2.Environmental and ethical considerations an integral part of the sourcing policy

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Client Support:
support@swotandpestle.com