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## BOOHOO SWOT & PESTLE ANALYSIS

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**Company Name :** Boohoo

**Company Sector :** Fashion and Lifestyle

**Operating Geography :** United Kingdom, Europe

**About the Company :**

Boohoo operates as an online fashion retailer, offering apparels such as trendy dresses, quirky tops to its targeted customers. Boohoo engages in the provision of its products intentionally, catering to customers from almost every country. Its headquarters are stationed at Dale Street, Manchester, United Kingdom and it was founded in 2006 by Mahmud Kamani and Carol Kane, who now predominantly function as the face of the company. Boohoo generates almost \$1.11 billion in sales and has secured the jobs of around 2600 employees at its corresponding locations. The company subsequently owns prestigious clothing brands such as PrettyLittleThing, Nasty Gal, MissPap, Karen Millen and Coast brands. These brands, similarly design, manufacture, retail and sell clothing and other accessories to target young consumers.

Boohoo has been confirmed to bloom as Primark's sales plummet at the advent of the 2020 pandemic. The pandemic has started to "pay off" for the brand as Boohoo implements strategies on their website that has sparked a new wave of success for the company. According to sources, Boohoo has introduced and brought its loungewear to the forefront of its websites as other companies plummet with their archaic summer trends. Due to the lockdown, Boohoo has highly profited from this endeavor, raising its profit margins drastically. Boohoo's CEOs have secured a place in fashion retail as the most powerful people for 2019 according to Draper's annual list.

Boohoo's unique selling proposition or USP lies in being a leading online fashion retail group, specializing in own-brand fashion clothing. Its mission statement reads "To lead the fashion e-commerce market globally, in a way that delivers for our customers, people, suppliers, and stakeholders." Boohoo's vision is to be leading the e-commerce fashion market for 16 to 30-year olds, which we will drive through our strategic priorities: Insight, Investment, Innovation and Integration.

**Revenue :**

GBP 1,234.9 million – FY ending 29th February 2020 (y-o-y growth of 44%)

GBP 856.9 million – FY ending 28th February 2019

## SWOT Analysis :

The SWOT Analysis for Boohoo is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Robust growth in the company's financial performance</li> <li>2. Highly effective and automated distribution centres</li> <li>3. Successful in implementing "fashion-for-all" approach</li> <li>4. Diverse portfolio of brands along with a strong global presence</li> </ol>	<ol style="list-style-type: none"> <li>1. Brand reputation getting tarnished from the surrounding controversies</li> <li>2. Lack of diversity in body-positivity movement</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Collaboration with known personalities like rapper Quavo and Jon Jones to increase visibility</li> <li>2. Online retail on the growth momentum amidst "social distancing" measures in Covid-19 era</li> <li>3. Using digital fit technology to enhance shopping experience</li> </ol>	<ol style="list-style-type: none"> <li>1. Impact of UK's exit from UK on the consumer confidence</li> <li>2. Fast changing consumer preferences in fashion</li> <li>3. Increasing competition in fashion retail</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Boohoo is given below:

Political	Economical
1.Impact of Brexit on the online retail sector 2.Offset of events like US-China Trade War, slowdown affecting consumer confidence across the globe	1.Changes in macroeconomic indicators like currency exchange rates
Social	Technological
1.Increase in customer actions with an increase in active internet & smartphone users 2.Social media a strong influencer in fashion industry	1.Incorporating automation in warehouses such as The Burnley Distribution Centre 2.Technological trends of 3D-printing and body scanning
Legal	Environmental
1.Clash between Boohoo and USDAW over the Covid-19 fashion face masks launched by Boohoo	1.Adoption of 100% recyclable parcel bags made from recycled material 2.Increasing the sustainability quotient of products

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