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VF CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : VF Corporation

Company Sector : Fashion, Apparel and Footwear

Operating Geography : United States, North America, Global

About the Company : VF Corporation was set up in 1899 as the Reading Glove and Mitten Manufacturing Company by John Barbey and a group of investors. After a series of name changes, the company became VF Corporation in the 1960s. Headquartered in Denver, USA, the company is an apparel and footwear company with products being diversified according to the categories of Outdoor, Active and Work. The company employs more than 75,000 employees across the world as of early 2020. It connects consumers to the experiences, activities and lifestyles that they cherish.

In 2018, VF Corporation divided itself into two with its jeans and VF Outlet stores becoming part of the new company Kontoor Brands. After this spin off, VF Corporation is seen to continue only with its sports apparel and footwear businesses.

VF Corporation's purpose is to power the movements of active and sustainable lifestyles for the betterment of the planet and the people. The guiding principles are: integrity, courage, curiosity, empathy and perseverance.

Revenue :

The company earlier used to report financials as on December of the year. Recently it began to report as on March. Hence, they have reported financials as on December 2017, then after changing the reporting system they have reported 3 months financials of January, February and March 2018. After that they have reported financials between March 2018 and March 2019.

\$13.8 billion - FY March 2018 - March 2019 (y-o-y growth 12%)

\$3 billion - January 2018 – March 2018

\$11.8 billion - FY ending December 2017

\$11 billion - FY ending December 2016

SWOT Analysis :

The SWOT Analysis for VF Corporation is given below:

| Strengths | Weaknesses |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> 1.Diverse products sold across the world through multiple channels 2.Strong centralized global supply chain 3.Industry leadership in the use of natural and sustainable performance materials 4.Innovations driving advancements in core capabilities 5.Strong and evolving workplace culture that aligns with the company's business strategy 6.Strong compliance and ethics program | <ul style="list-style-type: none"> 1.Dependency on a small number of high revenue customers |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Strategic moves and transformation for a successful future 2.Repositioning of the company's work segment portfolio 3.Increasing focus on Asia, particularly the Chinese market | <ul style="list-style-type: none"> 1.Decline in consumer spending during economic downturns 2.High competition in the apparel and footwear industries 3.Increasing pressure on margins 4.Impact of abnormal weather conditions |

PESTLE Analysis :

The PESTLE Analysis for VF Corporation is given below:

| Political | Economical |
|---------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
| 1.Changes in trade policies of US and other countries 2.Vietnam and Bangladesh to play a bigger role as apparel suppliers | 1.Fluctuations in foreign exchange rates 2.Impact of economic volatilities on benefit pension costs |
| Social | Technological |
| 1.Promoting inclusion and diversity in the workplace 2.Rising concerns in sustainability and transparency on the part of consumers | 1.Impact of 3D technology in apparel industry 2.AI for improvement of shopping experience |
| Legal | Environmental |
| 1.Intellectual property for business success 2.Changes in tax laws across jurisdictions | 1.Concern about climate change 2.Initiatives for conservation of water |

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