
S&P TEST

SWOT & PESTLE.com

GAP SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Gap

Company Sector : Fashion and Apparel products

Operating Geography : United States, North America, Global

About the Company : Gap Inc is one of the leading Global retailers which offers clothing, accessories and personal care products for men and women of all age groups, as well as children. The company is headquartered in San Francisco, California and its major business comes from the United States where it was founded. When the company was founded in 1969 by the couple Donald Fisher and Doris Fisher, it was a franchise exclusively for Levi's jeans. The company slowly expanded to venturing with its own brands with the name of the company itself. As the company grew it expanded by acquiring different brands, like Old Navy and Banana Republic, which were relevant to its business. The fisher family still holds a significant portion of the company and four members of the family are on the board of directors of the company. The fisher family still holds a significant portion of the company and four members of the family are on the board of directors of the company. In November 2020, Gap Inc. partnered with Afterpay to improve digital shopping experience.

The Gap had become a household name in the US, but since the past few years the company shares have gone down remarkably. The major reason being quoted for the poor performance in the recent past has been the outdated fashion of its brands particularly the gap and Banana Republic. However, with change of management in the year 2020, the company is expected to bounce back to its original glory. Gap has approx. 129,000 employees as of early 2021.

GAP's mission statement is "to democratize fashion and make shopping fun again. To bring incredible style and quality to families the world over." GAP's vision statement is "creating opportunities for the people and communities touched by our business throughout the world."

Revenue :

US\$ 16,383 million – FY ended February 1, 2020 (y-o-y growth negative 1%)

US\$ 16,580 million – FY ended February 2, 2019

SWOT Analysis :

The SWOT Analysis for Gap is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Portfolio of distinct set of strong brands 2.Long-standing vendor relationships which help scale operations 3.Leading omni-channel capabilities 4.Well positioned to take charge post pandemic crisis 	<ul style="list-style-type: none"> 1.Health and profitability of Gap and Banana Republic brands 2.Large amount of low-quality debt 3.Failure of Gap and Banana Republic brands to shift online amid store closures due to pandemic 4.Continuous discounts diluting the perceived value of the brand
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increasing popularity for rental subscription services 2.Growing potential activewear and athleisure segment 3.Opportunities in Asia Pacific market 	<ul style="list-style-type: none"> 1.Struggling fast fashion segment 2.Mounting inventory levels due to economic slowdown amidst pandemic 3.US apparel industry most affected among retail

PESTLE Analysis :

The PESTLE Analysis for Gap is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Impact of Tax Cuts and Jobs Act 2.Participation in political and regulatory processes to support business perspectives 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Impact of Covid-19 on economy and business 2.Changing trade policies in the United States
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Bifurcation of retail into price-based and premium segments 2.Championing equality for everybody in workplace 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Technology enabled Omni-channel retailing 2.Effective but less-visible technologies
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Allegations of abuse and harassment at supplier factories 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Sustainable raw material sourcing as a trend 2.Apparel manufacturing heavily water intensive process

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Gap** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com