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## GAP SWOT & PESTLE ANALYSIS

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 The major reason being quoted for the poor performance in the recent past has been the outdated fashion of its brands particularly the gap and Banana Republic.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

## PESTLE Analysis :

The PESTLE Analysis for Gap is given below:

Political	Economical
1.Impact of Tax Cuts and Jobs Act 2.Participation in political and regulatory processes to support business perspectives	1.Impact of Covid-19 on economy and business 2.Changing trade policies in the United States
Social	Technological
1.Bifurcation of retail into price-based and premium segments 2.Championing equality for everybody in workplace	1.Technology enabled Omni-channel retailing 2.Effective but less-visible technologies
Legal	Environmental
1.Allegations of abuse and harassment at supplier factories	1.Sustainable raw material sourcing as a trend 2.Apparel manufacturing heavily water intensive process

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