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## DOLLAR TREE SWOT & PESTLE ANALYSIS

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**Company Name :** Dollar Tree

**Company Sector :** Retail

**Operating Geography :** United States, Canada, North America

**About the Company :**

Dollar Tree Stores, Inc. is the largest and most successful single-price-point retailer in North America. Founded in 1986, it currently operates thousands of stores across 48 states in the U.S.A and five Canadian provinces. It is a customer oriented, value driven variety store operating at a one-dollar price point. It is headquartered in Chesapeake, Virginia, US. The Dollar Tree stores provide a variety of products including national, regional and private-label brands. The offerings include health and beauty, food and snacks, party, seasonal décor, housewares, glassware, dinnerware, household cleaning supplies, candy, toys, gifts, gift bags and wrap, stationery, craft supplies, teaching supplies, automotive, electronics, pet supplies, and books. As of February 2020, it employed around 56,900 full-time and 136,200 part-time associates.

Dollar Tree provides its customers a wide range of products all under \$1. This gives the customer high value in whatever they purchase and this is quintessentially the Company's USP or unique selling proposition. Dollar Tree's mission statement is "to operate profitably, empower the associates to share in its opportunities, rewards and successes; and deal with others in an honest and considerate way." Its values are "Attitude", "Judgment" and "Commitment".

**Revenue :**

US\$ 23.61 billion – FY ending 1st Feb, 2020

US\$ 22.82 billion – FY ending 2nd Feb, 2019 ?

## SWOT Analysis :

The SWOT Analysis for Dollar Tree is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Leading operator of discount variety stores in the United States</li> <li>2. Established position as a low-cost operator</li> <li>3. Profitable stores with strong cash flow</li> </ul>	<ul style="list-style-type: none"> <li>1. Penalty and reputation damage for selling expired items</li> <li>2. Offering mostly processed packaged foods with limited options of fresh produce</li> <li>3. Family Dollar performance weighing down on Dollar Tree</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Operate a complementary business model across both fixed-price and multi-price point strategies.</li> <li>2. Expanding into suburban markets by opening more stores</li> </ul>	<ul style="list-style-type: none"> <li>1. Highly competitive discount consumer goods market.</li> <li>2. Increase in various costs such as merchandise, duties, wages, etc.</li> <li>3. Impact of COVID-19 outbreak on business and operations</li> <li>4. Legislations against predatory proliferation of dollar stores</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Dollar Tree is given below:

Political	Economical
1.Trade tensions between United States and China	1.Impact of change in disposable income of the customers 2.Impact of worsening economic conditions due to COVID-19
Social	Technological
1.Local societal impact of dollar stores in small towns 2.Store's \$1 price point a traffic driver with a treasure hunt feel	1.Technology driven supply chain network
Legal	Environmental
1.Legislations and backlash against dollar stores 2.Compliance with privacy laws to maintain security 3.Laws related to product liability, product recall and product safety	1.Sustainable and business friendly practices to reduce environmental impact 2.Various energy efficient measures adopted in store support centre 3.Chemical policy to eliminate chemicals of high concern

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