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SHOPIFY SWOT & PESTLE ANALYSIS

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Company Name : Shopify

Company Sector : Software and Programming

Operating Geography : Canada, North America, Global

About the Company :

Founded in 2004, Shopify Inc is one of the leading global commerce companies operating across various geographies on both online and offline platforms. Headquartered in Ottawa, Ontario, Canada, the company is involved in providing tools and software to merchants for running their business across multiple sales channels like online storefronts, physical retail stores and marketplaces. The business model of Shopify includes two revenues streams, namely merchant solutions and subscription solutions and the business ecosystem of the company developed due to the platform's functionalities includes app developers, theme designers, digital and service professionals, marketers, and affiliates. Recently, as of February 2020, Shopify was acknowledged as one of the top e-commerce platforms by SoftwareReviews' 2020 eCommerce Data Quadrant Awards, with a composite score of 8.2.

Shopify's unique selling proposition or USP lies in providing differentiated services to its merchants by offering them a diverse set of customized, mobile compatible, multi-channel front end and single integrated back end services with the help of its state-of-the-art and cloud-based infrastructure. The company strives to achieve its strategic objectives with its mission statement: "to make commerce better for everyone, and we believe we can help merchants of nearly all sizes, from aspirational entrepreneurs to large enterprises, and all retail verticals realize their potential at all stages of their business life cycle."

Revenue :

USD1.578 billion – FY ended 31st Dec, 2019

USD1.073 billion – FY ended 31st Dec, 2018

SWOT Analysis :

The SWOT Analysis for Shopify is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Wide portfolio of innovative products including storefront tools available on the online platform 2.Strategy-aligned business acquisitions adding to the profits 3. Exponential year on year growth trajectory 4.Providing merchants with differentiated technology offerings 5.Strong and symbiotic partner ecosystem 6.Provision of rich customer experience to the merchants and sellers 	<ul style="list-style-type: none"> 1.History of losses and accumulated deficit
Opportunities	Threats
<ul style="list-style-type: none"> 1.Investments in marketing or promotional activities to increase brand awareness 2.Collaboration with Libra Association and Coinpayments to enable cryptocurrency payments 3.Expansion into logistics and fulfilment services 4.Strong and consistent growth expected in e-commerce 5Entering into the Asian markets through collaborations 	<ul style="list-style-type: none"> 1.Economic headwinds may hamper revenue growth 2.Aggressive competition to Shopify's fulfilment network from Amazon, United Parcel service

PESTLE Analysis :

The PESTLE Analysis for Shopify is given below:

<p>Political</p> <ol style="list-style-type: none"> 1.Political tensions with China may make business difficult 2.Political inclinations leading to criticism and controversy 	<p>Economical</p> <ol style="list-style-type: none"> 1.Fluctuations in macroeconomic factors like exchange rates
<p>Social</p> <ol style="list-style-type: none"> 1.Increase in the number of active internet users to drive e-commerce shift 2.Culture of deep value innovation and experimentation 3.Social measures during pandemic driving e-commerce growth 	<p>Technological</p> <ol style="list-style-type: none"> 1.Adoption of advanced and innovative technologies 2.Brands going omnichannel to forge a deeper connection with the customer
<p>Legal</p> <ol style="list-style-type: none"> 1.Dependent on wide range of regulations across the operating geographies 	<p>Environmental</p> <ol style="list-style-type: none"> 1.Investments towards sustainability for a low-carbon future 2.Shifting to carbon neutral platforms and renewable sourcing

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