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## ROSS STORES SWOT & PESTLE ANALYSIS

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**Company Name :** Ross Stores

**Company Sector :** Retail

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

**About the Company :**

Ross Stores Inc., in association with its subsidiaries, operates off-retail garments and home fashion stores under the Ross Dress for Less and dd's DISCOUNTS brands. Ross Stores primarily engages in the manufacture of apparel, accessories, and home fashions. The company's Ross Dress for Less stores sell its products at departmental stores, targeting average income households while dd's DISCOUNTS promotes its products at discounted stores, offering regular prices to customers with moderate income. As of early 2020, it operates almost 1,831 off-price retail stores in over 39 states with approximately 92,500 employees. Ross retail chain found its roots in the 1950s, when the first Ross retail store was inaugurated by Morris Ross. Headquartered in Dublin, California, the Company focuses on a "constant stream of high-quality department and specialty store brands" at unbelievable bargains. Ross stores are immensely invested in the evolution of sustainability by implementing various practices into its operation. Ross is also committed to helping children through its partnerships with the Boys & Girls Clubs of America (BGCA).

Ross Stores unique selling proposition or USP lies in being the largest off-price apparel and home fashion chain in the United States. Its mission statement reads, "In addition to fulfilling our mission of offering customers the best name-brand bargains possible, we aim to empower our Associates, operate in ways that reduce our environmental impact, and give back to the communities where we conduct business."

**Revenue :**

\$16.04 billion– FY ended on Feb 1st 2020

\$14.98 billion- FY ended on Feb 2nd 2019

**SWOT Analysis :**

The SWOT Analysis for Ross Stores is given below:

| Strengths  | Weaknesses  |
|--|---|
| <ul style="list-style-type: none"> <li>1.Largest off-price apparel and home fashion chain in the United States</li> <li>2.Consistently low pricing and higher value</li> <li>3.Competitive advantage obtained through opportunistic purchases</li> <li>4.Improved financial performance over years</li> <li>5.Broad range of offerings</li> <li>6.Offering a discovery-based 'treasure hunt' experience</li> </ul> | <ul style="list-style-type: none"> <li>1.Additional debt to fight COVID-19 pandemic may impact credit ratings</li> <li>2.No online presence to impact sales with consumer shift to e-commerce</li> <li>3.Lack of full national coverage across the United States</li> </ul> |
| Opportunities  | Threats   |
| <ul style="list-style-type: none"> <li>1.Expansion into newer and existing markets</li> <li>2.Economic slowdown to drive customers to off-price stores</li> </ul>  | <ul style="list-style-type: none"> <li>1.Highly fragmented and competitive retail industry</li> <li>2.Adverse effect of Covid-19 on sales and operations</li> </ul>   |

**PESTLE Analysis :**

The PESTLE Analysis for Ross Stores is given below:

|  |   |
|--|---|
| <p style="text-align: center;"><b>Political</b></p> <p>1.Change in US trade and tax policies<br/>2.Impact of US China trade war on sourcing</p>  | <p style="text-align: center;"><b>Economical</b></p> <p>1.Impact of changing disposable income of consumers due to economic slowdown</p>                |
| <p style="text-align: center;"><b>Social</b></p> <p>1.Focus on female shopper segment<br/>2.'Treasure hunt' experience helping to drive traffic</p>  | <p style="text-align: center;"><b>Technological</b></p> <p>1.Using technology to inventory track<br/>2.Use of AI and data driven customer targeting</p> |
| <p style="text-align: center;"><b>Legal</b></p> <p>1.Issues relating to quality, safety and authenticity pf products being sold<br/>2.Lawsuit over deceptive price tags may hurt brand image</p> | <p style="text-align: center;"><b>Environmental</b></p> <p>1.Practising sustainable internal operations</p>   |

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Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)