

---

# S&P TEST

SWOT & PESTLE.com

---

## ROSS STORES 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](mailto:support@swotandpestle.com).

**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:

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

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

The complete report for **Ross Stores** SWOT & PESTLE Analysis is a paid report at **27 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](http://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](mailto:support@swotandpestle.com)**