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## UNIFIRST CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** UniFirst Corporation

**Company Sector :** Uniform rentals and sales, cleaning supplies and services

**Operating Geography :** United States, Canada, Europe

**About the Company :** UniFirst Corporation, founded in 1936, is one of the largest providers of workplace uniforms and protective work wear clothing in the North America. Headquartered in Wilmington, Massachusetts, United States they serve about 300000 customer locations in U.S. and Canada. Their customers vary from small businesses to large companies covering virtually all types of industries. They have diversified operations with Uniform and Ancillary services covering 91% of their revenues. They design, manufacture, customize and rent industrial uniforms, work clothing, specialty protective work wear and ancillary items. They offer a range of garment service options which includes full-service rental programs, lease programs and purchase programs. At certain specialized facilities, they also provide services of decontamination and cleaning of work wear that have been exposed to radioactive materials while working at nuclear plants. Rest part of the revenue comes from the segment of First Aid & safety where they provide first aid cabinet services, safety training and devices to a wide variety of manufacturers and companies.

**Revenue :**

\$1.80 B - FY ending August 31, 2019 (YoY growth 6.5%)

\$1.69 B - FY ending August 31, 2018

## SWOT Analysis :

The SWOT Analysis for UniFirst Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Broad product portfolio and services</li> <li>2.Broad customer base with geographic and end market diversification</li> <li>3.Strong workforce and work culture</li> <li>4.Nationwide distribution and manufacturing facilities</li> <li>5.Financial Stability and strong cash flows</li> </ul>	<ul style="list-style-type: none"> <li>1.Low inorganic growth</li> <li>2.Less focus on Sustainable uniforms</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Growth in Uniform rentals market</li> <li>2.Rising adoption of new technologies</li> <li>3.Leveraging e-commerce to grow customer base</li> <li>4.Continued market shift towards more service-oriented economy</li> </ul>	<ul style="list-style-type: none"> <li>1.Increasing competition with several large and small competitors</li> <li>2.Complying with increasingly stringent environmental regulations</li> <li>3.Increase in the labor costs</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for UniFirst Corporation is given below:

Political	Economical
1.Labour laws and regulations 2.Taxation Policy and change in tax rates 3.Criminal activity and law enforcement	1.Global economic and business conditions 2.Fluctuations in the inflation rate 3.Exchange rates & currency fluctuations
Social	Technological
1.Uniforms uphold a brand image of the organization 2.Emphasis on safety function in the work wear	1.Cyber security and associated risks 2.Technological advancement in producing garments
Legal	Environmental
1.Regulatory pressures increase demand for safety work wear 2.Environmental and legal Contingencies 3.Compliance with data protection laws	1.Complying with environmental regulations 2.Laws pertaining to waste disposal 3.Demand for environment friendly work wear

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