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BURLINGTON COAT FACTORY SWOT & PESTLE ANALYSIS

Company Name : Burlington Coat Factory

Company Sector : Retail

Operating Geography : United States, North America, Global

About the Company : Burlington Coat Factory operates as a national retail chain in the United States. The company offers a broad selection of merchandise, ranging from women apparels' and menswear to children's clothing, furniture and accessories. Burlington also operates through its three smaller segments: Cahoes Fashion which offers off-price designer garments, MJM Designer Shoe and Super Baby Depot. Burlington Coat Factory is headquartered in Burlington, New Jersey and it offers a dynamic workforce of 40,000 people in 630 stores across 40 states as of 2020. The company was formerly known as Burlington Coat Factory which later rebranded to Burlington Stores. It was founded in 1972 by Monroe G. Milstein. Over the course of twenty years, the company witnessed exponential growth and development. Burlington consequently diversified into various apparel segments and grew instantaneously in the niche market. The company operates through its numerous subsidiaries: Burlington Coat Factory Warehouse of Reading, Inc; Burlington Coat Factory International, Inc; and LC Acquisition Corp. Burlington dominate the market by offering 65% discount on retail prices' for their merchandise. In 2007, the company was diligently acquired by Bain Capital in a private transaction and went public again in 2008. Burlington has appeared on Fortune 500 lists for four years consecutively since 2016.

Burlington Coat Factory's unique selling proposition or USP lies in being the third largest off-price retailer in the world. Its mission statement reads, "To reduce comparable store inventories, accelerate new store openings in a smaller store footprint, significantly increase its merchandising headcount, and grow key underdeveloped categories, e.g., Home and Ladies Apparel."

Revenue :

USD 7,261 million – FY ended 1st February 2020 (y-o-y increase of 9.3%)

USD 6,643 million – FY ended 2nd February 2019

SWOT Analysis :

The SWOT Analysis for Burlington Coat Factory is given below:

Strengths	Weaknesses
1.Strong portfolio of quality, on-trend brands 2.Proven long-term track record of consistent growth and performance 3.Widespread national footprint with a strong focus on real estate selection criteria 4.Differentiated off-price EDLP model 5.Efficient inventory management \u2013 enabling operating smaller sized stores in better quality locations	1.Lawsuits alleged on Burlington for false sales labelling, i.e. fake discounts 2.Allegations on third-party suppliers for double labelling 3.Heavy settlement charges for Fair Labor Standards Act (FLSA) lawsuits 4.Off-price players such as Burlington worst positioned in pandemic given sole reliance on store traffic returning
Opportunities	Threats
1.Investments in technology and systems to drive growth 2.Expanding the retail store base to drive store sales growth	1.Heavy disruption caused due to Covid-19 on offline retail business 2.Major competition faced from large retailers, department & online stores

PESTLE Analysis :

The PESTLE Analysis for Burlington Coat Factory is given below:

Political	Economical
1.Backlash due to sudden dropping of Ivanka branded merchandise	1.Opportunity for off-price retail sector due to US-China trade war impact on mainstream retail 2.Prolonged pandemic to impact economy and disposable consumer income for a long term
Social	**Technological**
1.Difficulties in maintaining the off-price model in an online environment 2."Treasure hunt" nature of the off-price buying experience driving customer traffic	1.Outsourcing e-procurement advisory services and technology
Legal	**Environmental**
1.Class action and lawsuit on retail stores for double and false sale labels	1.Reducing carbon footprints by energy efficiency efforts in corporate locations 2.Promoting circular economy through efficient management of waste footprints 3.Optimization of transportation logistics parameters to reduce environmental impact

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