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## SALVATORE FERRAGAMO SWOT & PESTLE ANALYSIS

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**Company Name :** Salvatore Ferragamo

**Company Sector :** Fashion

**Operating Geography :** Italy, Europe, Americas and Asia

**About the Company :** Salvatore Ferragamo SPA was founded in 1927 in Italy. It is the parent company of the Ferragamo Group, which is a major player in the luxury goods industry. It focuses on creating, manufacturing and selling footwear, silk products, clothing, and leather goods for men and women. The Group is also involved in developing and distribution of perfumes through a subsidiary Ferragamo Parfums, under the brands Salvatore Ferragamo and Emanuel Ungaro. The company has its presence in Italy as well as over 90 countries of Europe, Americas and Asia. The products are distributed through various channels: network of directly operated Salvatore Ferragamo mono-brand retail stores, mono-brand third party operated stores, as well as high-level multi-brand department stores and specialty stores. There are 650 stores and 4,200 employees globally as of January 2020.

**Revenue :**

1,377.3 million Euros - FY ending December 31, 2019 (YoY growth 2.3%)

1,346.8 million Euros - FY ending December 31, 2018 (YoY growth negative 3.3%)

1,393.5 million Euros - FY ending December 31, 2017

## SWOT Analysis :

The SWOT Analysis for Salvatore Ferragamo is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Brand heritage synonymous with craftsmanship, glamour, creativity, elegance and innovation</li> <li>2.High focus on quality control across the entire product range</li> <li>3.Worldwide brand awareness and diversified distribution network</li> <li>4.Strong human resources system and employee engagement</li> <li>5.Successful customer centricity strategy</li> </ul>	<ul style="list-style-type: none"> <li>1.High dependence on key external parties in production</li> <li>2.Failure to tackle worker exploitation in supply chain</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.High potential for online sales in luxury segment</li> <li>2.Growing luxury goods market in India</li> <li>3.Increasing consolidation in the industry through acquisitions</li> <li>4.Collaborations increasingly becoming mainstream in the luxury industry</li> </ul>	<ul style="list-style-type: none"> <li>1.Loss of key resources and expertise</li> <li>2.Risks related to third party trade channels</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Salvatore Ferragamo is given below:

Political	Economical
1.Impact of US import tariffs	1.Turbulent macroeconomic conditions across the world 2.Impact of exchange rate fluctuations
Social	Technological
1.Equal opportunity and inclusion in the workplace 2.Initiatives for promotion of Italian culture	1.NFC technology to check counterfeiting 2.Digital modes of brand communication and customer engagement
Legal	Environmental
1.Origin of goods law for 'Made in Italy' products 2.Protection of intellectual property rights	1.Promotion of responsible energy consumption 2.Sustainable mobility solutions for company employees

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