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## ZALANDO SWOT & PESTLE ANALYSIS

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**Company Name :** Zalando

**Company Sector :** Fashion and lifestyle e-commerce

**Operating Geography :** Germany, Europe

**About the Company :** Zalando.se is a fashion and lifestyle e-commerce company that was founded in the year 2008 with headquarters located in Berlin, Germany. The company currently has presence in 17 countries and the net income for the year 2018 was estimated to be around 5.4 Billion euros with an EBIT amount of 119.2 million. In the year 2018 it fulfilled over 100 million orders from the 26 million active members on the platform. The company is a publicly traded and listed on the MDAX. The company has shown rapid growth with it currently having partnership with over 2000 brands, setting up of independent fulfillment program and centers and providing services to partner brands in Netherlands, Spain, Austria, France, Germany. Zalando has also been actively diversifying into setting up brick and mortar shops and outlets for beauty products as well as stores for fashion in specific locations. It is active in the seeding and development of new technology through its Grassroots Tech Innovation which includes projects such as Slingshot, Hack Week, Innovation Lab. They have cornered a large portion of the online retail business using adaptive marketing strategies such as single day delivery and a 100-day return policy, promoting eco-friendly business trends, and hosting conferences and events giving them mass popularity. Their commitment to robust growth backed by technological innovation, social consciousness, and a start-up like agility has allowed them to be the 17th largest global retailer by sales figures. The company has more than 15,000 employees as of early 2020.

**Revenue :**

EUR 5,387 million - FY ended Dec 31, 2019 (YoY growth of 20%)

EUR 4,489 million - FY ended Dec 31, 2018

**SWOT Analysis :**

The SWOT Analysis for Zalando is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Leading multi-brand fashion aggregator</li> <li>2. Diversification into allied fields</li> <li>3. Own warehousing and fulfillment centers</li> <li>4. Strong focus on research and innovation</li> <li>5. Consistent Profitability over the years</li> <li>6. In house software research and development</li> </ol>	<ol style="list-style-type: none"> <li>1. Lack of follow through on projects</li> <li>2. Slow business expansion and limited global presence</li> <li>3. Dependence on brand partners</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Brick and mortar stores</li> <li>2. Immense market opportunity over next 5 years</li> <li>3. Leasing of algorithms</li> <li>4. Environment friendly clothing</li> </ol>	<ol style="list-style-type: none"> <li>1. BREXIT to impact Zalando operations</li> <li>2. Lower capital reserves affect competitive ability</li> <li>3. Stricter copyright regulations</li> <li>4. Potential entry of Instagram in e-commerce</li> <li>5. Increasing return rates in e-commerce</li> </ol>

**PESTLE Analysis :**

The PESTLE Analysis for Zalando is given below:

<b>Political</b>	<b>Economical</b>
1.Changes in taxation brackets	1.Fluctuations in currencies affecting global brands 2.Seasonal changes affecting revenues
<b>Social</b>	<b>Technological</b>
1.Acceptance of different body types 2.Social media platforms getting transactional 3.Consumers demanding more sustainable fashion	1.Application of agile business practice 2.Using advanced tracking systems and autonomous delivery solutions
<b>Legal</b>	<b>Environmental</b>
1.GDPR regulation	1.Waste accumulation due to use and throw goods 2. Environmental impact due to fuel used

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