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AMERICAN EAGLE OUTFITTERS SWOT & PESTLE ANALYSIS

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Company Name : American Eagle Outfitters

Company Sector : Fashion & Lifestyle

Operating Geography : United States, North America, Global

About the Company : American Eagle Outfitters, Inc. is an American company which was founded in 1977. The company has its headquarters located in Pittsburgh, Pennsylvania, USA. It is an American lifestyle, clothing, and accessories retailer which was originally formed as a subsidiary of Retail Ventures Jerry and Mark Silverman. The company manufactures outfits that are mainly suitable for university and high school students. The outfit range includes Apparel including jeans, polo shirts, graphic T-shirts, accessories, lingerie, personal care and footwear. The company is also the parent company of Aerie which launched its new fitness range "Offline" in July 2020. Martin + Osa, 77kids and Tailgate are some of the other notable subsidiaries of the company.

The first company store was opened in Novi, Michigan in 1977. The company now has over 940 American Eagle stores, 148 Aerie stand-alone stores, 5 Tailgate stores, and two Todd Snyder stores located in US, Canada, Mexico, China and Hong Kong (as per February 2020 records). It also has stores located in several key cities around the world and also offers its products to around 81 countries all over the world through its websites ae.com, aerie.com, and ToddSnyder.com.

The company employs around 46000 people as of early 2020. The mission statement of American Eagle Outfitters reads, "To not only continue to lead the 15 — 25-yearold lifestyle retail market, but to be a part of that lifestyle beyond just fashion. The USP or unique selling proposition of American Eagle Outfitters lies in the fact that it presents high-quality merchandise at affordable prices.

Revenue :

USD 4,308 million – FY ended 1st February 2020 (y-o-y increase of 3%)

USD 4,036 million – FY ended 1st February 2019

SWOT Analysis :

The SWOT Analysis for American Eagle Outfitters is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong portfolio of highly recognized and trusted brands 2.Wide customer reach through digital, omni and retail 3.Robust track record of top line growth and profitability 4.Inventory rationalization and supply chain innovation 5.Dominating a large portion of the teen clothing wallet 	<ul style="list-style-type: none"> 1.Merchandise sourced from suppliers concentrated in Asia 2.Unsatisfactory environmental and labour ratings
Opportunities	Threats
<ul style="list-style-type: none"> 1.Leveraging technology to provide a more convenient consumer experience 2.Tapping into the progressive social leanings of Generation Z 	<ul style="list-style-type: none"> 1.Risk of mall traffic headwinds on merchandise margins 2.Trade tensions arising from US-China trade war 3.Highly competitive business and significant pricing pressures from existing and new competitors

PESTLE Analysis :

The PESTLE Analysis for American Eagle Outfitters is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.US-China trade war leading to imposition of import duties on foreign imports 2.Leveraging political activism as part of everyday marketing strategy 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Economic downturn due to pandemic to impact consumer income
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Changing customer preferences leading to increased penetration into online retail forefronts 2.Progressive social mindset of Generation Z affecting consumer preferences 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Supporting the omni-channel platform with key global digital partnerships 2.Optimizing consumer experience by interactive fitting rooms and recognition technology
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Heavy settlement over class action lawsuit for spam text messages 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Long strides towards circular economy by promoting reduce and reuse 2.Reducing environmental footprint by reducing water, saving energy and improving materials

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