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## FAST RETAILING COMPANY SWOT & PESTLE ANALYSIS

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**Company Name :** Fast Retailing Company

**Company Sector :** Retail

**Operating Geography :** Japan, Asia, Global

**About the Company :** Fast Retailing Company is a public Japanese retail holding company. It was founded in 1963 by Tadashi Yanai with its headquarters being located in Yamaguchi, Japan. It operates multiple fashion brands including UNIQLO, GU, and Theory. The Company offers high-quality, reasonably-priced clothing by managing everything from procurement, design, and production to retail sales. In terms of broad operational strategy and future direction, Fast Retailing is making process on its Ariake Project, which aims to transform the apparel retail industry into a new digital consumer retail industry. As of 2020, the company has 56.5 thousand employees and 3,648 stores worldwide. The company transformed their e-commerce approach into one that would enable it to operate as a single united global group. It has started fusing their e-commerce and physical store operations. Fast Retailing achieved a record performance in FY2019 expanding UNIQLO operations in Greater China and Southeast Asia & Oceania.

Its mission statement reads, “To create truly great clothing with new and unique value, and to enable people all over the world to experience the joy, happiness and satisfaction of wearing such great clothes.” Its vision statement reads, “To always work toward a better, more sustainable society.” Its USP or unique selling proposition lies in being the world’s third-largest manufacturer and retailer of private-label apparel, upholding unique high fashion with its tagline, “Made For All”.

**Revenue :**

¥2.29 trillion – FY ending 31st Aug 2019

¥2.13 trillion – FY ending 31st Aug 2018

## SWOT Analysis :

The SWOT Analysis for Fast Retailing Company is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Fusing e-commerce and physical stores</li> <li>2.One of the largest manufacturers and retailer of private brand apparel globally</li> <li>3.Consistent global performance of UNIQLO</li> <li>4.GU achieving record results and harboring strong growth potential</li> <li>5.Strong supply chain transformation improving efficiency</li> <li>6.High dedication and focus towards innovation</li> </ul>	<ul style="list-style-type: none"> <li>1.Embroided in allegations of labor abuse at supplier factories</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Expansion into countries considered as global economic centers - China, Southeast Asia, India</li> <li>2.Expected huge growth of fashion apparel market</li> <li>3.Bringing sustainable products to European markets</li> </ul>	<ul style="list-style-type: none"> <li>1.Highly competitive retail industry</li> <li>2.South Korean customers boycotting Japanese products</li> <li>3.Heavy impact on sales and operations due to COVID 19</li> <li>4.Slowdown of China negatively affecting Uniqlo</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Fast Retailing Company is given below:

Political	Economical
1.Trade war between Japan and South Korea 2.Hong Kong protests affecting the sales of UNIQLO	1.Slowing Japan economy would impact the operations of the company. 2.Impact of fluctuations in exchange rate and currency risk.
Social	Technological
1.Fashion industry being changed by young people 2.Collaborations with designers and celebrity endorsements enhancing brand image	1.Using robotic start-ups to automate warehouses 2.Leveraging digital technology to deliver enhanced customer experience
Legal	Environmental
1.Subjected to various legal regulations like product liability, consumer protection etc.	1.Focused to improve the environmental impact across the supply chain 2.Uncertain weather conditions impacting sales

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