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WOLVERINE WORLD WIDE SWOT & PESTLE ANALYSIS

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Company Name : Wolverine World Wide

Company Sector : Apparel

Operating Geography : United States, North America, Global

About the Company : Wolverine World Wide Inc is an American footwear manufacturer headquartered in Rockford, US. It was founded in 1883 and is famous for its own brand Wolverine Boots and Shoes. It is a leading designer, marketer and licensor of a broad range of quality casual footwear and apparel. Its offerings also include performance outdoor, athletic footwear and apparel, kids' footwear, industrial work boots and apparel and uniform shoes and boots. The company was founded in order to create good products for good people and now has expanded to approximately 170 countries and territories worldwide. With the global expansion and huge infrastructure Wolverine Worldwide has expanded its portfolio to include multiple brands like bates, Chaco, Hush Puppies, Sperry etc. The brands portfolio is organized into 2 operating segments: Wolverine Michigan Group and Wolverine Boston Group. The company employs around 4000 people at the start of 2020 and considers its employee relations to be good. The company holds itself responsible to highest standards of human and environmental health and safety. The company's contemporary styled products with proprietary technologies which are designed to provide maximum comfort and performance remain its USP. The company's vision reads "To build a family of the most admired performance and lifestyle brand on earth."

Revenue :

US\$ 2.27 billion – FY ending 28th Dec, 2019 (year-on-year growth of 2.3%)

US\$ 2.23 billion – FY ending 29th Dec, 2018

SWOT Analysis :

The SWOT Analysis for Wolverine World Wide is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong portfolio of performance and lifestyle brands. 2.Broad distribution base for domestic sales 3.Successful international operations and global licensing 4.Strong financial performance over years. 	<ul style="list-style-type: none"> 1.No long-term contract with wholesale customers 2.Embroided in major water contamination lawsuit
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increasing athletic wear craze among the health-conscious consumers 2.Growth in global footwear market 3.Leveraging data and digital technologies to optimize business decision making 4.Growing demand for eco-friendly apparels by consumers 	<ul style="list-style-type: none"> 1.Global footwear industry \u2013 an increasingly competitive business 2.Business and operations to be impacted by COVID-19 outbreak

PESTLE Analysis :

The PESTLE Analysis for Wolverine World Wide is given below:

Political	Economical
<ul style="list-style-type: none"> 1.Impact of geopolitical events such as Brexit on the company's business 2.Increase in costs due to US-China trade war 	<ul style="list-style-type: none"> 1.Impact of decreasing disposable income of consumers 2.Fluctuations in foreign currency exchange rate 3.Disruptions in global capital market
Social	Technological
<ul style="list-style-type: none"> 1.Increasing awareness about sports footwear amongst health-conscious customers 	<ul style="list-style-type: none"> 1.Innovation and style in sports lifestyle being driven by technology 2.Use of multiple technologies for better customer experience
Legal	Environmental
<ul style="list-style-type: none"> 1.Federal lawsuit with townships over contaminated water 2.Changes in tax legislations to impact financials 3.Vulnerable to any change in tax laws, duties, quotas, tariffs and other trade restrictions due to global operations 	<ul style="list-style-type: none"> 1.Reducing environmental impact caused by internal operations

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