# S&P TEST

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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
1.Strong portfolio of performance and lifestyle	1.No long-term contract with wholesale
brands.	customers
2.Broad distribution base for domestic sales	2.Embroiled in major water contamination
3.Successful international operations and	lawsuit
global licensing	
4.Strong financial performance over years.	
Opportunities	Threats
<b>Opportunities</b> 1.Increasing athletic wear craze among the	Threats 1.Global footwear industry \u2013 an
1.Increasing athletic wear craze among the	1.Global footwear industry \u2013 an
1.Increasing athletic wear craze among the health-conscious consumers	1.Global footwear industry \u2013 an increasingly competitive business
<ul><li>1.Increasing athletic wear craze among the health-conscious consumers</li><li>2.Growth in global footwear market</li></ul>	<ul> <li>1.Global footwear industry \u2013 an increasingly competitive business</li> <li>2.Business and operations to be impacted by</li> </ul>
<ul> <li>1.Increasing athletic wear craze among the health-conscious consumers</li> <li>2.Growth in global footwear market</li> <li>3.Leveraging data and digital technologies to</li> </ul>	<ul> <li>1.Global footwear industry \u2013 an increasingly competitive business</li> <li>2.Business and operations to be impacted by</li> </ul>



#### **PESTLE Analysis :**

The PESTLE Analysis for Wolverine World Wide is given below:

Political	Economical
1.Impact of geopolitical events such as Brexit	1.Impact of decreasing disposable income of
on the company's business	consumers
2.Increase in costs due to US-China trade war	2.Fluctuations in foreign currency exchange
	rate
	3.Disruptions in global capital market
Social	Technological
1.Increasing awareness about sports footwear	1.Innovation and style in sports lifestyle being
amongst health-conscious customers	driven by technology
	2.Use of multiple technologies for better
	customer experience
Legal	Environmental
1.Federal lawsuit with townships over	1.Reducing environmental impact caused by
contaminated water	internal operations
2.Changes in tax legislations to impact	
financials	
3.Vulnerable to any change in tax laws, duties,	
quotas, tariffs and other trade restrictions due	

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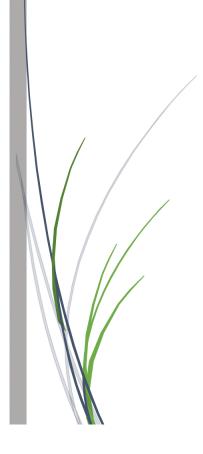


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