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ABERCROMBIE & FITCH SWOT & PESTLE ANALYSIS

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Company Name : Abercrombie & Fitch

Company Sector : Apparel Retail

Operating Geography : United States, North America, Global

About the Company : Abercrombie & Fitch is a global specialty retailer of apparel and accessories. It was founded by David T. Abercrombie and Ezra Fitch in 1892. It is headquartered in Ohio, U.S. The Company mainly focuses on casual wear and operates through two other offshoot brands: Abercrombie Kids and Hollister Co. For these 125 years, Abercrombie & Fitch has outfitted innovators, explorers and entrepreneurs. The brand now balances both modernity as well its heritage by reflecting the attitude of modern consumers through expertly crafted products. The company operates through both stores and its own e-commerce. It has more than 850 stores across North America, Europe, Asia and the Middle East as of February 1, 2020 and employs around 44,000 associates.

The brand has a commitment to offer products of enduring quality and exceptional comfort that allows consumers around the world to express their own individuality and style. This commitment has remained the USP of the brand and helped satisfy the consumers. Its values are “Commitment to quality”, “Authentic Goodness” and “Always Forward”. It promises the customer that “We will put you at the center of everything we do”, “We will always treat you with respect”, “We will provide you with world class service, quality and value in every interaction - guaranteed” and “We will listen to your input and save you a place around our fire.”

Revenue :

\$3.62 billion – FY ended 1st February, 2020 (year-on-year growth of 1%)

\$3.59 billion – FY ended 1st February, 2019

SWOT Analysis :

The SWOT Analysis for Abercrombie & Fitch is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Digital and omni-channel capabilities 2.Strong customer engagement programs 3.Strong, innovative and unique brand portfolio 	<ul style="list-style-type: none"> 1.Stores dependent on consumer footfall in shopping malls 2.Dependence on a single contract carrier for North America region 3.Reliance on third-parties for manufacturing
Opportunities	Threats
<ul style="list-style-type: none"> 1.Estimated growth of global outdoor market 2.Expansion in mainland China and other Asian markets 	<ul style="list-style-type: none"> 1.Impact of COVID-19 outbreak 2.Global apparel industry \u2013 an increasingly competitive business 3.Fluctuation in cost and quality of raw materials 4.Impact of China tariffs on sourcing

PESTLE Analysis :

The PESTLE Analysis for Abercrombie & Fitch is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Impact of political uncertainties like Brexit, Hong Kong protest on the operations 2.US-China trade war would increase the prices 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Worsening global economic conditions amidst pandemic would affect the distributors and consumers 2.Impact of fluctuations in foreign currency exchange rates and inflation
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Launch travel pop-up stores and partner with influencer to attract young people 2.Specifically targeting Generation Z 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Engaging in mobile commerce to serve customers
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Fluctuations in tax obligations and effective tax rate. 2.Compliance with various international laws owing to the global operation of the firm 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Focused on conserving energy and reducing water wastage in internal operations 2.Committed to manage and reduce waste sent to landfills 3.Responsible sourcing of materials in supply chain

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