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## RICHEMONT SWOT & PESTLE ANALYSIS

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**Company Name :** Richemont

**Company Sector :** Fashion and Lifestyle, Luxury Goods

**Operating Geography :** Switzerland, Europe, Global

**About the Company :** Compagnie Financière Richemont SA, also known as Richemont, is a Switzerland-based luxury goods holding company. It was founded in 1988 by a business man Johann Rupert, after it got divested from the international assets owned by Rembrandt Group Limited of South Africa (now known as Remgro Limited). It has its headquarters in Bellevue, Switzerland and serves countries worldwide. It produces and sells jewelry, watches, leather goods, pens, firearms, clothing and accessories. The company owns some of the world's most prestigious luxury goods companies, each of which has a proud history and heritage of craftsmanship and design. The company comprises of four divisions: Jewellery Maisons, Specialist Watchmakers, Montblanc Maison and Other. The Jewellery Maisons segment engages in the designing, manufacturing and distribution of jewellery products which include Cartier and Van Cleef & Arpels. The Specialist Watchmakers segment includes timepieces by Piaget, A. Lange & Söhne, Jaeger-LeCoultre, Vacheron Constantin, Officine Panerai, International Watch Co., Baume & Mercier, and Roger Dubuis. The Montblanc Maison segment engages in the design, manufacture and distribution of writing instruments. The Other segment comprises the activities of Alfred Dunhill, Lancel, Chloé, Net-a-Porter, Purdey, and the textile brands and other manufacturing entities of the group. The group works towards an objective of growing value for shareholders in the long run. Each company that it owns is focused on increasing awareness and desirability by developing creative products and leveraging great marketing programs.

Compagnie Financière Richemont SA USP or unique selling proposition lies in being the ultimate holding Company for some of the world's leading luxury goods companies, its Maisons - have almost all have had a running for more than a century

**Revenue :**

14,238 million – FY ended 31s March 2020 (year-on-year growth of 2%)

13,989 million – FY ended 31s March 2019 (year-on-year growth of 27%)

11,013 million – FY ended 31s March 2018

**SWOT Analysis :**

The SWOT Analysis for Richemont is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. One of the world's leading luxury goods groups with prestigious brands</li> <li>2. Wide regional and central functions operations</li> <li>3. Global presence with sales distributed across major markets</li> <li>4. Partnerships and acquisitions to strengthen its position</li> </ul>	<ul style="list-style-type: none"> <li>1. Destruction of unsold inventory by the company leading to major losses</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Growth of luxury goods and wrist watch market</li> <li>2. Leveraging digital technologies through expansion and collaborations</li> <li>3. Global wealth growth \u2013 providing a strong tailwind</li> </ul>	<ul style="list-style-type: none"> <li>1. Impact of COVID-19 outbreak on luxury sales</li> <li>2. Competition from lower priced premium brands</li> <li>3. Fluctuation in cost and quality of raw materials such as precious metals and stones</li> <li>4. High-end smartwatches and wearables eating into luxury watch market.</li> <li>5. Increasing counterfeits harming brand reputation</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Richemont is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Impact on sales due to yellow vest movement in France</li> <li>2.Hong-Kong protest badly impacted Richemont's business</li> <li>3.Chinese crackdown on internal corruption leading to drop in sales</li> <li>4.Active engagement with public organizations on key issues</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Worsening global economic conditions would affect the luxury goods market</li> <li>2.Impact of fluctuations in foreign currency exchange rates and inflation</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Increasing conscientious consumption among consumers leading to lower luxury goods sales</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Investment in technology to enhance customer experience</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Intellectual property issue against copies of watches</li> <li>2.Compliance with various laws and taxes owing to wide geographical presence</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Committed to manage and reduce environmental impact from operations</li> <li>2.Ensure stewardship during product sourcing, development and use</li> <li>3.High level of environmental management and monitoring across the group</li> </ol>

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