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CANADA GOOSE SWOT & PESTLE ANALYSIS

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Company Name : Canada Goose

Company Sector : Winter Apparel and Retail

Operating Geography : Canada, North America, Global

About the Company :

Canada Goose Holdings, Inc. is a Canadian holding company of winter clothing manufacturers. The company was founded in 1957 by Sam Tick. It is headquartered in Ontario, Canada. It markets a wide range of jackets, parkas, vests, hats, gloves and shells and other apparel through various avenues, both wholesale and direct to customer. Through its wholesale segment, the company sells to retail partners and distributors across countries. The company's direct to customer segment comprises of sales through its e-commerce sites and retail stores. It has around 4,745 employees as of early 2023. The company has used Hollywood to promote its products. The jackets have been worn in several films, starting with The Day After Tomorrow.

Canada Goose Holding's mission statement reads, "We've kept 100% of our production at home in Canada because we are committed to outstanding craftsmanship. We believe it's critical to the integrity of Canada Goose and the quality of our products. We believe that no one can do it better." Its vision is, "To free people from the cold and creating an immersive culture of great values — entrepreneurship, accountability, passion, respect and innovation. Its USP lies in its momentous growth from a small warehouse in Toronto into one of the world's leading makers of luxury apparel with over six decades of experience and expertise in this field.

Revenue :

\$1098.4 CAD millions – FY ending 31st March 2022

\$903.7 CAD millions – FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Canada Goose is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Widely recognized in film and entertainment industry 2. Expansion through multichannel distribution 3. Authentic and strong brand recognition 4. Legendary workmanship with strong focus on quality 5. Good performance in developing major international markets 6. Continued leadership and innovation in parkas and lightweight-down jackets 	<ul style="list-style-type: none"> 1. Concentrated on a single category i.e. premium outerwear 2. Reliance on small number of suppliers for raw materials
Opportunities	Threats
<ul style="list-style-type: none"> 1. Pursuing growth across global markets with strong potential in China 2. Enhancing product offering by giving customers new ways to experience the brand 3. Driving higher global penetration through DTC rollout 	<ul style="list-style-type: none"> 1. Increasing counterfeit products would damage the brand reputation 2. Highly competitive market 3. Global climate change trends 4. Increase in trade tensions with China

PESTLE Analysis :

The PESTLE Analysis for Canada Goose is given below:

Political	Economical
1. Political uncertainty with increasing trade protectionism 2. Manufacturing jackets in Canada instead of outsourcing overseas	1. Impact of fluctuations in foreign currency exchange rates and inflation
Social	Technological
1. Growing concerns against the use of animal fur	1. Use of advanced technology for better products 2. Focus on customer experience using in-store technology to drive sales
Legal	Environmental
1. Compliance with laws related to customer information use, e-commerce initiatives 2. Protestors and activists working against the use of animal products 3. Change in tax laws and regulations or trade policies	1. Multiple initiative for sustainable internal operations 2. Using down \u2013 a renewable natural resource in jackets

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Client Support:
support@swotandpestle.com