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MANHATTAN ASSOCIATES SWOT & PESTLE ANALYSIS

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Company Name : Manhattan Associates

Company Sector : Software Solutions, Information Technology

Operating Geography : United States, North America, Global

About the Company : Manhattan Associates, Inc is an American company that develops and provides supply chain management solutions. It provides software solutions for many organizations, like retailers, wholesalers, manufacturers, and government as well. It provides turnkey software solutions to manage the supply chain, inventory, and omnichannel operations for these organizations. Warehouse management systems contribute 60% of the organization's revenue whereas 40% is generated from supply chain management applications such as transportation management, enterprise order management, supply chain planning, extended enterprise management, and labor management solutions. It was founded in 1990 and is headquartered in Atlanta, Georgia, United States. It specializes in supply chain management, supply chain optimization, warehouse management, transportation management, professional services, consulting services, order management, point of sale, replenishment, store fulfillment, store inventory, and tablet retailing.

Right from inception, the company is well renowned for a legacy of leadership. The company has been and continues to be debt-free for the past 30 years, which in itself is a commendable accomplishment. Manhattan has some exceptional laurels for over the years and still counting such as nearly 50 million US pet parents rely on Manhattan to deliver \$37 billion worth products for their pets, 24 million American home improvement projects are made possible with Manhattan, \$101 billion has been distributed in retail pharmaceuticals, and the Company is one of the largest US arts & crafts retailers that 'help bring dreams to life.' As of 2020, the company employed 3,400 employees worldwide.

Manhattan Associates' mission statement reads "To be the global leader providing technology-based solutions that optimize supply chain and omnichannel effectiveness and efficiency, enabling our customers to get closer to their customers." Manhattan Associates's USP or Unique

Selling Proposition lies in being a trailblazer technology stalwart in supply chain and omnichannel commerce. Also, it stands first globally in warehouse management software.

Revenue :

\$0.592B - FY ending 30th September 2020 (Y-O-Y growth (negative) -2.82%)

\$0.618B - FY ending 30th September 2019

SWOT Analysis :

The SWOT Analysis for Manhattan Associates is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.High commitment to excellence proven by the multiple awards and recognitions 2.Strong focus on innovation and R&D 3.Established leadership in supply chain commerce 4.Provides great customer community and experience 5.Strong global supply chain partnership programs 	<ul style="list-style-type: none"> 1.Offering certain solutions as cloud subscriptions might reduce revenue and earnings 2.Operating results dependent on one line of business 3.Fluctuation in hardware sales
Opportunities	Threats
<ul style="list-style-type: none"> 1.Develop and enhance software solutions 2.Expand international presence 3.Strategic alliances to increase indirect sales channels 	<ul style="list-style-type: none"> 1.Highly competitive market scenario 2.Shifts in retail consumer purchasing patterns 3.Incorporation of third party and open source software could pose a risk

PESTLE Analysis :

The PESTLE Analysis for Manhattan Associates is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Impact of uncertainties caused by Brexit 2.Weakness in retail sector amidst trade war and pandemic 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Worsening global economic conditions amidst pandemic would affect the company's business 2.Impact of fluctuations in foreign currency exchange rates
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Consumers expectation for seamless service experiences across online and offline interactions driving omnichannel 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Use of blockchain in supply chain management 2.Innovation using leading technology for better customer experience.
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Impact of change in effective tax rate 2.Compliance with consumers' data protection laws 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Leveraging Transportation management systems (TMS) for sustainability

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The complete report for **Manhattan Associates** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



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