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INDITEX SWOT & PESTLE ANALYSIS

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Company Name : Inditex

Company Sector : Textile

Operating Geography : Spain, Global

About the Company : Inditex is a Spanish clothing company founded by Amancio Ortega in 1963. The company manufactures and sells clothing for men and women. Its activity includes retail distribution of clothing, footwear, accessories and household textile products through various commercial format stores targeted at different sectors of the market. The company sells in 202 markets through its online platform or physical stores. The company is involved in all the stages of the fashion process, starting from design, manufacturing and logistics, to sales. The current CEO of Inditex is Carlos Crespo and the company is headquartered in A Coruña, Spain. The company produces and distributes fashion clothing through its eight brands that include Zara, Pull&Bear, Massimo Dutti, Bershka, Stradivarius, Oysho, Zara Home and Uterqüe. Inditex's shares have been listed on the Madrid stock exchange since 2001. Inditex is a market leader of the fashion industry.

Revenue :

28,286 million-FY ended 31st January 2020 (YoY growth 8%)

26,145 million-FY ended 31st January 2019

SWOT Analysis :

The SWOT Analysis for Inditex is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Global footprint of Inditex in the fashion industry 2.Diverse range of product portfolio 3.Focus on improvement of shopping experience of customers 4.Stringent testing and analysis of product quality 5.Use of RFID technology for inventory management 6.Efficient supply chain as a competitive advantage 	<ol style="list-style-type: none"> 1. Multiple lawsuits against Zara for infringement of designs 2. Negative publicity of Inditex due to racial discrimination complaints
Opportunities	Threats
<ol style="list-style-type: none"> 1.Greater focus on Online stores 2.Scope of Augmented Reality in retail 	<ol style="list-style-type: none"> 1. Financial risk due to currency exchange fluctuations 2. Business disruptions due to coronavirus outbreak

PESTLE Analysis :

The PESTLE Analysis for Inditex is given below:

Political	Economical
1.Possible risks arising from Brexit	1. Business impact of COVID-19
Social	Technological
1.Protecting human rights as a social responsibility 2.Consumer Sentiments and Controversies associated with apparel designs	1. Focus on developing and adopting new technologies 2. Use of Big Data Analytics for Sizing Tool
Legal	Environmental
1.Lawsuit filed by Amiri against Zara for copying designs of Jeans 2.Design infringement allegations against Zara by Rains	1.Implementation of sustainable business policies 2.Environmental footprint of fast fashion industry

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