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FRASERS GROUP SWOT & PESTLE ANALYSIS

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Company Name : Frasers Group

Company Sector : Lifestyle and Retail

Operating Geography : United Kingdom, Europe, Global

About the Company :

Frasers Group, formally called Sports Direct International is the UK's largest sporting goods retailer by revenue and is headquartered in Shirebrook, United Kingdom. It was founded as a single store in 1982 by Mike Ashley. It operates in various portfolios like sports, fitness, fashion and luxury brands. It has acquired a number of brands since 2002 namely Lonsdale, Dunlop, House of Frasers, LA Gera, fashion brand Kangol, Field & Trek and Sport 2000, etc. It was first listed on London Stock Exchange in 2007. As of 2023, the company has around 29,400 staffs across their five business segments namely: UK Sports Retail, Premium Lifestyle, European Retail, Rest of World Retail and Wholesale & Licensing, each segment having their own unique customer proposition. They focus also on their new generation retail stores which are led by third party branded areas and is a part of multi-channel elevation strategy. They are typically larger in size located at strategic locations. Giving their customers a great retail experience is vital for Frasers Group.

The Group's strategy lies in investing in their people, business and Third-Party Brand Partners so as to achieving distinguished excellence across all their channels. It aspires to be an international leader in sports, lifestyle and luxury retail business and meet the expectations of their customers, shareholders and third-party brand partners. The company provides a full multichannel retail approach including wholesaling in U.K. and internationally in the European continent and America. Frasers Group's mission statement reads "to become europe's leading elevated sporting goods retailer." Frasers' Unique Selling Proposition is their multi-channel elevation Strategy which is a rolling program happening every 5-10 years. The strategy works towards increasing the customer's offering across marketing, social media, product, digital and in-store.

Revenue :

£ 4,805.3 million - FY ending 24th April 2022 (y-o-y growth of 32.5%)

£ 3,625.3 million - FY ending 25th April 2021

SWOT Analysis :

The SWOT Analysis for Frasers Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.UK's largest Sporting goods retailer 2.Strategic acquisitions to achieve elevation and enable premium customer experience 3.Strategic partnerships with numerous popular brands like Nike, adidas, Gucci, Balenciaga, Mulberry and Hugo Boss 4.Multi-channel elevation strategy towards increasing customer offerings 	<ul style="list-style-type: none"> 1.Focus on over expansion of stores leading to diversion from building of the brand 2.Ongoing reputational risks due to previous controversies and negative publicity
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expansion into new markets and geographies 2.Increasing health awareness driving exponential growth in the sports market 3.Potential for acquiring or partnering with complementary brands and businesses 	<ul style="list-style-type: none"> 1.Rising cost of raw materials can slow down the manufacturing 2.Intense competition from both traditional brick-and-mortar retailers and online marketplaces 3.As the Group expands its online presence, the threat of cyberattack increases

PESTLE Analysis :

The PESTLE Analysis for Frasers Group is given below:

Political	Economical
1.The uncertainty over Brexit to be a challenge for the business environment 2.Retail industry is continuously investigated by government	1.Fluctuations in forex rates can have a major impact on the financials
Social	Technological
1.Changing lifestyles and increasing fitness concerns steering growth in the sports industry 2.Presence of numerous retailers resulting into fading customer loyalty	1.Enhancements in store technology and setting up new generation stores to attract customers 2.Predictive analytics for optimized inventory management 3.Automated warehouses to increase efficiency
Legal	Environmental
1.As retailers go online, there is an increased risk of violating GDPR 2.Increased cases of Class suit action in UK	1.Initiatives to reduce internal environmental impact 2.Striving to produce and offer sustainable products

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