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ANTA SPORTS SWOT & PESTLE ANALYSIS

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Company Name : ANTA Sports

Company Sector : Sportswear Company

Operating Geography : Xiamen, China, Asia

About the Company : ANTA Sports is a Chinese group of multi-brand sportswear company which specializes in the design, production, marketing and operation of sportswear, accessories and other sporting goods. It provides value for money products for the masses and also delivers fashionable and professional requirements of the customers. The company was founded in 1991 and has its headquarters in Jinjiang, Fujian, China. ANTA pursues a "single focus, multi brand and omni channel" development strategy. The group owns many well-known Chinese and international sports brands such as Fila, Descente, sprandi and kolon Sport to meet the diverse demands of consumers. In March 2019, ANTA Sports and other investors' investment consortium completed the acquisition of Amer Sports, a Finnish sportswear group selling internationally popular brands including Salomon, Arc'teryx, Peak Performance, Atomic, Suunto and Wilson etc. Post this acquisition, ANTA became a global company owning more than 25 sub-brands, including Arc'teryx.. Nurturing an ambition for rapid growth, Anta Group aims to strengthen its operational efficiency, allowing it to optimize its supply chain and capture additional sales.

Anta Sports Products Limited's USP or unique selling proposition lies in being the world's third-largest sportswear company by revenue. Anta Sports mission statement reads "Our mission is to integrate the sports spirit of "Going beyond oneself" into everyone's daily life."

Revenue :

33927 RMB million – FY ending 31st December, 2019

24100 RMB million – FY ending 31st December, 2018

SWOT Analysis :

The SWOT Analysis for ANTA Sports is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Strong Brand Portfolio constituting market leading brands 2.Excellent marketing and sponsorship strategies 3.Strong Merger & Acquisition for better global reach 4.Technological expertise develops a steady flow of innovative, high-quality products. 5.Extensive retail network and personalized retail experience 	<ol style="list-style-type: none"> 1.Need for diverse channels of funding to cover the debts. 2.Reliance on third parties to transport goods 3.Production safety hazards due to flammable raw materials usage
Opportunities	Threats
<ol style="list-style-type: none"> 1.Capturing deeper markets for ANTA kids. 2.Growing demand for fitness products and healthy lifestyle 3.Change in consumption and economic status post pandemic era 4.Leading "New Retail" with globalization and digitalization strategies 	<ol style="list-style-type: none"> 1.Increasing risks from Counterfeit Brands. 2.Price wars and technology competition in sportswear industry 3.Unavailability of Talented employees and Loss of Talent for specialized work 4.Foreign currency exchange rates fluctuations

PESTLE Analysis :

The PESTLE Analysis for ANTA Sports is given below:

Political	Economical
1.Implication of US-China Trade war on imports and exports of goods. 2.Potential impact of Brexit on operations and financial conditions	1.Uncertainties in the global market due to COVID; 2.Stepping towards the Fourth industrial revolution
Social	Technological
1.Bolster the "Sports for all" culture 2.Promoted "Anta Dream Sports course" for quality education	1.Enhancing Customer Experience through Digitalization 2.Use of latest A-WEB 3.0 Technology and A-flashfoam technology
Legal	Environmental
1.Heavy dependency on IP rights for authenticity 2.Use administrative measures to regulate product quality	1.International Partnership Agreement with World Wide Fund (WWF) for nature 2.Focusing on green initiatives across operations 3.Promoting eco-friendly series of sportswear products

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