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## TITAN COMPANY SWOT & PESTLE ANALYSIS

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**Company Name :** Titan Company

**Company Sector :** Fashion & Lifestyle

**Operating Geography :** India, Asia, Global

**About the Company :** Titan Company Limited (formerly Titan Industries Limited) is an Indian lifestyle brand that specialises in luxury accessories including watches, jewellery, and eyewear. The business is based in Electronic City, Bangalore, and is part of the Tata Group. It began as a joint venture with TIDCO. On 26 July 1984 Titan Company Limited was inaugurated under the name Titan Watches Limited in Chennai. Fastrack, Sonata, Raga, Octane, and Xyllys are all part of the watches division and Tommy Hilfiger and Hugo Boss watches were also licenced for marketing and sale by the company. Titan Industries entered the fashion accessory market with the launch of Titan Eye+, which features a wide variety of frames, contact lenses, prescription eyewear, and sunglasses. Tanishq was Titan's first foray into the jewellery market. Titan Industries has launched Taneira, its newest ethnic wear brand, which sells hand-woven sarees from various weaving clusters across India. In 2021, the company announced that its jewellery division has experienced strong growth, and it intends to continue to navigate through the crisis by introducing innumerable grass-root innovations to meet customer needs and effectively reach out to them through digital channels.

Titan Industries's Unique Selling Point or USP lies in it being the world's fifth-largest wrist watch manufacturer and India's leading producer of watches. The company's mission statement reads, "We will do this through a pioneering spirit and a caring, value-driven culture that fosters innovation, drives performance and ensures the highest global standards in everything we do".

**Revenue :**

Rs. 20,010 crores - FY ending 31st March 2020 (y-o-y growth of 5%)

Rs. 19,070 crores - FY ending 31st March 2019

**SWOT Analysis :**

The SWOT Analysis for Titan Company is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Well diversified range of product with over 15 brands.</li> <li>2. Expanded their physical footprint by adding 175+ stores.</li> <li>3. Key competitive advantage is wide range of designs along with distribution network.</li> <li>4. Increase in segment revenue from Rs. 19, 248 crores to Rs. 20,156 crores.</li> </ul>	<ul style="list-style-type: none"> <li>1. Watches and jewelry segment account for approximately 96% of revenue from operations.</li> <li>2. Fall in quarterly revenue and total comprehensive profit.</li> <li>3. Has failed to get young professionals positively inclined towards the brand.</li> <li>4. Majority of sales are dependent on retail operations.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Global expansion through partnering up with global brands.</li> </ul>	<ul style="list-style-type: none"> <li>1. Jewellery segment, which is the highest earning segment, faces risk of gold price volatility.</li> <li>2. The covid-19 pandemic affected retail operations and had a severe impact on Q4 profits.</li> <li>3. Competition from other global brands that are entering the Indian market.</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Titan Company is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. Removal of trade barriers have led to increased competition from foreign brands.</li> <li>2. Increase in import duties on gold.</li> <li>3. Prolonged lockdown had adverse effect on its sales.</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Fluctuations in foreign exchange rate made rupee weaker and thus made raw materials like gold expensive.</li> <li>2. Increase in prices of gold in the past year have led to increase in costs for Titan.</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Increase in the proportion of working women has led to an increase in sales for watches.</li> <li>2. Watches today are used as signature pieces for making a style statement.</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Titan believes in adapting to current trends, innovation and constantly reinventing itself.</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Sale of counterfeit watches has affected company's image and revenue</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Titan has a sustainability policy which involves integrating environmental, social and ethical principles.</li> </ol>

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