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## BIG 5 SPORTING GOODS SWOT & PESTLE ANALYSIS

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**Company Name :** Big 5 Sporting Goods

**Company Sector :** Sporting Goods

**Operating Geography :** United States, North America.

**About the Company :** Big 5 Sporting Goods Company is a major retailer of sporting goods in the western United States, headquartered in El Segundo, California, operating 434 stores and an e-commerce website under the brand "Big 5 Sporting Goods." Robert W. Miller co-founded the company in 1955 with the establishment of five retail locations in California, from where the Company got its name. The company sold World War II surplus items until 1963, when they began focusing exclusively on sporting goods and changed the trade name to "Big 5 Sporting Goods." It subsequently built different synergies with different corporations. Big 5 Sporting Goods completed an initial public joint stock offering in 2002 and became a publicly traded company.

In a conventional sporting goods store style, the firm offers a full-line product offering. The brand's product mix includes athletic shoes, clothing and accessories, along with a broad range of outdoor and athletic equipment for team sports, fitness, camping, hunting, fishing, tennis, golf, winter and summer recreation and roller sports. The business complements the conventional sports merchandise mix with a variety of other items that it buys from opportunistic purchases of over-stock or close-out merchandise from sellers. The accumulated management experience and expertise of the group in the merchandising, advertisement, operations and overall cost management of sporting goods have generally helped them to achieve profitable results. The organisation lives on a value-based operating philosophy guided by execution, a disciplined development plan and an established business model.

Big 5 Sporting Good's USP or unique selling proposition lies in maintaining its core strategy of providing customers with low prices and a convenient shopping experience, albeit undertaking massive expansions. This US based leading retailers tagline reads" Big Brands for low prices. We get you ready to play!"

**Revenue :**

\$750.600 million - for the 39-week period ended September 27, 2020

\$996.495 million - FY ending 29th December, 2019

## SWOT Analysis :

The SWOT Analysis for Big 5 Sporting Goods is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. The company has a strong brand portfolio</li> <li>2. The company nourishes strong vendor relationships</li> <li>3. Controlled growth strategy and a proven business model</li> <li>4. The company has sufficient liquidity</li> </ol>	<ol style="list-style-type: none"> <li>1. The company uses a single distribution channel</li> <li>2. The company has a low inventory turnover</li> <li>3. Late entrant to e-commerce and outdated marketing strategy</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Investment in more robust technology</li> <li>2. The company can tap online retail market in US</li> <li>3. Increase in consumer spending in US</li> </ol>	<ol style="list-style-type: none"> <li>1. The company faces an aggressive Competition</li> <li>2. Company is prone to several regional risks</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Big 5 Sporting Goods is given below:

Political	Economical
1. US-China trade war affected trade and tariffs 2. The lockdown during the pandemic affected business	1. Relaxed interest rates in the economy 2. Import export challenges during the trade war
Social	Technological
1. Rising income levels of the citizens 2. Cultural and social conventions- Health consciousness	1. Rise in wearable electronics 2. The industry witnessed rapid technological transformation
Legal	Environmental
1. The government regulations	1. Increasing popularity of sustainable merchandising practices

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