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GAMESTOP SWOT & PESTLE ANALYSIS

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Company Name : GameStop

Company Sector : Gaming Retail

Operating Geography : United States, North America, Global

About the Company : GameStop is a video game, consumer electronics, and gaming merchandise retailer based in the United States. The company's headquarters are in Grapevine, Texas. GameStop traces its roots to Babbage's, a Dallas, Texas-based Software retailer which was established in 1984 by former Harvard Business School classmates James McCurry and Gary M. Kusin, and in 2000 the company was renamed GameStop. As a digital-first omnichannel retailer with more than 5,000 stores and comprehensive e-Commerce assets spanning 10 countries, the organisation caters to gamers of all levels. GameStop offers the largest range of new and used video gaming consoles, accessories, and video game titles in both physical and digital formats through its family of brands. POP! vinyl figures, collectables, board games, and more are all available at GameStop. Gamers can trade in video game consoles, cards, and accessories, as well as consumer goods, for cash or in-store credit, through GameStop's exclusive buy-sell-trade scheme. The company's global brands include GameStop, EB Games, Micromania, ThinkGeek, and Game Informer® magazine, the world's largest print and digital video game publications. Under the GameStop, EB Games, ThinkGeek, and Micromania-Zing brands, the company operated 4,816 stores as of January 30, 2021, including 3,192 in the United States, 253 in Canada, 417 in Australia, and 954 in Europe. In March 2021, the company announced that it will expand its North American fulfilment network by signing a lease for a 700,000 square foot fulfilment centre in York, Pennsylvania.

GameStop's Unique Selling Point or USP lies in it being the world's largest video game store and a Fortune 500 company. The company's mission statement reads "To deliver customer satisfaction." The precision of this statement echoes the focus and specificity of this company. It makes its presence felt in the industry by offering attractive packages. Setting the pace".

Revenue :

\$ 5.090 billion – FY ending 30th January 2021 (y-o-y growth -21.3%)

\$ 6.466 billion – FY ending 1st February 2020

SWOT Analysis :

The SWOT Analysis for GameStop is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Best customer loyalty programs in the retail industry 2.Trade-In Program helping new store openings and customer loyalty 3.Industry leading omni-channel platform 4.Improved capital structure due to balanced capital allocation 	<ol style="list-style-type: none"> 1.Seasonal Business leading to fluctuating revenues 2.Negative impression of the company's stock due to fraudulent trading 3.Unstable management as executives leave
Opportunities	Threats
<ol style="list-style-type: none"> 1.Strategic partnership with Microsoft 2.Gaming as a social forum 3.Increasing internet penetration in emerging markets 4.Publishing games under GameTrust label 	<ol style="list-style-type: none"> 1.Rise of digital distribution 2.Disruption in business model due to cloud delivery 3.Stockholders trying to remove two experienced independent directors

PESTLE Analysis :

The PESTLE Analysis for GameStop is given below:

Political	Economical
1.Inability to curb fraudulent stock trading practices 2. Corruption in the gaming industry	1.Exchange rate fluctuations affecting all components of business 2.Video game sales moving up across the country
Social	Technological
1.Changes in business operations due to covid lockdowns 2.Consumer preferences shifting from physical buying to online buying	1.Free to play model biggest gaming trend 2.Content creation and live streaming 3.Game productions costs coming down due to latest advancements
Legal	Environmental
1.GameStop might have fallen prey to data breach around 2017 2.New Accounting standards by FASB affecting revenue recognition	1.Trade-in program helping to recycle e-waste

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