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## PATAGONIA SWOT & PESTLE ANALYSIS

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**Company Name :** Patagonia

**Company Sector :** Retail, Clothing Company

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

**About the Company :** Patagonia, Inc. is an outdoor apparel company based in Ventura, California, United States. The company was established by Yvon Chouinard in 1973. Patagonia's product range include clothing for activities, such as surfing. They sell athletic equipment, backpacks, sleeping bags, and camping food, among other things, in addition to clothing. The company owns and operate offices in the United States, the Netherlands, Japan, South Korea, Australia, Chile and Argentina. The firm also operates two distribution centres— its facilities where it receives goods from factories in the US and overseas—and more than 70 Patagonia stores worldwide. The organisation collaborates with other businesses all over the world to reduce the damage caused by clothing production. The American retailer holds its suppliers to the industry's highest environmental and social standards. To control this process, it relies on industry resources and guidelines, and when these aren't available, the organisation creates them. Patagonia has vowed to donate 1% of revenue to environmental protection and restoration and it's business and individual members give directly to highly vetted environmental non-profit organizations. In April, 2021, Patagonia launched the We the Power website and documentary to highlight the growing community energy movement in Europe. The campaign's goal is to demonstrate the benefits that a renewable energy revolution will bring to people and the environment.

Patagonia's Unique Selling Point or USP lies in its clothing which is Fair Trad Certified and made from organic cotton, free from synthetic pesticides, herbicides, and GMO seeds. Patagonia's mission statement reads, "we're in business to save our home planet".

**Revenue :**

**SWOT Analysis :**

The SWOT Analysis for Patagonia is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Highly effective marketing targeted at environment conscious consumers</li> <li>2. Diversified product line and operations</li> <li>3. Employee first policy</li> <li>4. Strong focus on brand purpose</li> </ol>	<ol style="list-style-type: none"> <li>1. High growth potential for Asian outdoor apparel market after COVID-19</li> <li>2. Brand extension possibilities</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. High competition in the outdoor apparel market</li> <li>2. Pandemic resurgence across the world</li> </ol>	<ol style="list-style-type: none"> <li>1.</li> </ol>

**PESTLE Analysis :**

The PESTLE Analysis for Patagonia is given below:

<b>Political</b>	<b>Economical</b>
1.Endorsement of political candidates	1.Reduction in consumer spending.
<b>Social</b>	<b>Technological</b>
1.Climate change activism among youth	1.Improved customer experience using cloud 2.Blockchain technology for transparency in supply chain
<b>Legal</b>	<b>Environmental</b>
1.Supply chain transparency laws 2.Lawsuit against Trump to protect public land	1.Circular economy to reduce waste 2.Rising concerns about climate change

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