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OVERSTOCK SWOT & PESTLE ANALYSIS

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Company Name : Overstock

Company Sector : Online Retail

Operating Geography : United States, North America, Global

About the Company : Overstock.com, Inc. is an American online retailer, headquartered in Midvale, Utah. The company was founded by Patrick M. Byrne in 1999 and initially sold exclusively surplus and returned merchandised on an online e-commerce marketplace, liquidating the inventories of almost 18 failed dot-com companies at below wholesale prices. Currently, the company sells home décor, furniture, bedding and many other merchandise like jewelry, designer accessories, sportswear, etc. In early 2011, the business started rebranding to “O.co”, to simplify and unify its international operations but after few months this effort was suspended, citing consumer confusion over the new name. In 2021, the company has approximately 1750 employees in more than 90 countries. Overstock is recognized as one of the most trustworthy retail companies in the U.S by many industry leaders and influencers, and ranks high for both customer and employee satisfaction. In 2020, the company was acknowledged in the seventh annual Loyalty360 Awards for its innovation in technology and for its employee engagement with customers and associates throughout the company.

Overstock.com, Inc.’s unique selling proposition or USP lies in providing the best quality furniture at an affordable price. Overstock.com, Inc.’s vision statement reads, “Overstock makes beautiful & comfortable homes accessible by helping customers easily & confidently find just what they want for less.”

Revenue :

\$ 2,550 million - FY ending 31st December, 2020 (y-o-y growth 75%)

\$ 1,459 million - FY ending 31st December, 2019

SWOT Analysis :

The SWOT Analysis for Overstock is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Expert in technology-based retail 2.Known for high quality merchandize 3.Consistently ranked among top firms for customer service 4.Advance digital payment platform ownership 	<ul style="list-style-type: none"> 1.Consistently significant losses in operations 2.tZero's dependence on few broker dealers makes it vulnerable
Opportunities	Threats
<ul style="list-style-type: none"> 1.Steady transitions of furniture sale to online mode, driven by millennials 2.Home confinement led increase in sales 	<ul style="list-style-type: none"> 1.Adverse effect on resources due to litigations over ownership of tZero 2.Incidents of variety of security breaches 3.Significant expenses due to IP infringement claims 4.Low barriers to entry have led to intense competition

PESTLE Analysis :

The PESTLE Analysis for Overstock is given below:

Political	Economical
1.US tariffs on China affected sourcing 2.Involvement in political investigations created uncertainties	1.Boom in housing sector to benefit furniture sales 2.Bitcoin reserves expose to exchange rate risks
Social	Technological
1.New consumers prefer unique furniture over trends	1.Improved shopping experience with augmented reality 2.Blockchain for enterprise management
Legal	Environmental
1.US treasury to tighten cryptocurrency rules 2.US Supreme court's 2018 order on sales tax collection can have adverse impact	1.E-Commerce can reduce environmental impact through reusable packaging

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