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AUTOZONE INC. SWOT & PESTLE ANALYSIS

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Company Name : AutoZone Inc.

Company Sector : Automobile

Operating Geography : United States, North America

About the Company : AutoZone, Inc., headquartered in Memphis, Tennessee, is an American retailer of aftermarket automotive parts and accessories. The company was formerly known as Auto Shack and was a part of Memphis-based wholesale grocer Malone & Hyde. In Forrest City, Arkansas, on July 4, 1979, the first store opened. AutoZone took over from Auto Shack in 1987. AutoZone's private label lead-acid automobile battery brands include Valucraft, Duralast, and Duralast Gold. AGM batteries are part of the Duralast Platinum series. Duralast tools, which come with a lifetime warranty, are also offered at AutoZone. AutoZone's 6,000+ retail stores in the United States, Mexico, and Brazil stock a wide range of aftermarket and OEM components. AutoZone stores are all owned by the company. On June 8, 2021, AutoZone held a virtual AutoZone Vendor Partner Summit to honour 17 of its finest vendors. The awards recognise businesses that have outperformed the competition and displayed a strong commitment to customer satisfaction in the previous year.

AutoZone's Unique Selling Point or USP lies in it being the nation's leading retailer and distributor of automotive replacement parts and accessories. AutoZone's mission statement reads, "To put the customer first and provide car repair and maintenance advice that is trustworthy".

Revenue :

\$ 12631.97 million – FY ending 31st August 2020

\$ 11863.75 million – FY ending 31st August 2019

SWOT Analysis :

The SWOT Analysis for AutoZone Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Wide geographic presence alongside a substantive digital footprint 2. Highly skilled and trained workforce who provide valuable consultation alongside a host of free services offered by the firm. 3. Sells ALLDATA brand automotive diagnostic and repair software. 4. A diversified product portfolio and high customer satisfaction. 	<ol style="list-style-type: none"> 1. It is only present in America, with heavy dependence on the United States.
Opportunities	Threats
<ol style="list-style-type: none"> 1. The business is seasonal in nature. Sales is decreased due to rainy or mild weather conditions. 2. Technological advances such as electric vehicles which has a lower maintenance cost and has fewer, long lasting parts. 3. Rising energy prices causes customers to defer purchases of certain products as a significant proportion of their income is used to pay for gasoline and other energy costs. 4. The aftermarket auto parts industry is a highly competitive market. <p>""]</p>	<ol style="list-style-type: none"> 1.

PESTLE Analysis :

The PESTLE Analysis for AutoZone Inc. is given below:

Political	Economical
1.The newly elected president of United States is in favour of electric cars, which has 26% low maintenance costs.	1. Due to the current recessionary situation, the demand for new car reduces and people prefer using old cars which require frequent maintenance. 2. China-US trade war
Social	Technological
1. Due to the lockdown and the work from home culture, people have decreased their vehicle miles travelled. 2. Covid-19 has led to an increase in demand for DIY(Do-It-Yourself) projects.	1. Use of hub network, supply chain and logistics management techniques for stock management. 2. Technological advancements in the automotive industry have led to parts lasting longer and cars requiring less maintenance.
Legal	Environmental
1. Restrictions imposed by the government and vehicle manufactures on access of repair information, telematics and diagnostic tools. 2. AutoZone has taken initiatives like The Workplace Security Verification, The Global Security Verification to ensure legal and national laws are complied with.	1. The company is dedicated towards protecting the environment and believes in recycling. 2. The company has undertaken ecofriendly initiatives like The Gap Analysis

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