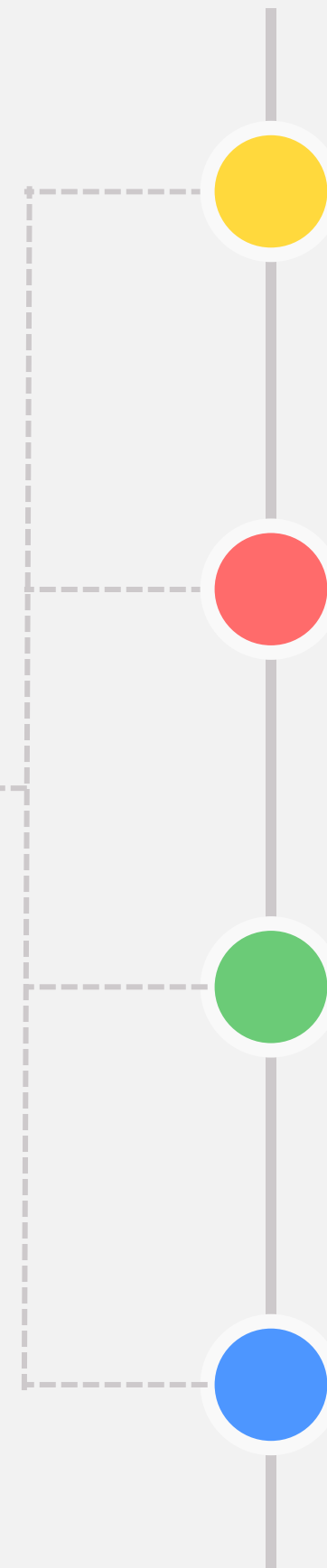




SWOT ANALYSIS

**BESTSELLER
2024**

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STRENGTHS

WEAKNESSES

OPPORTUNITIES

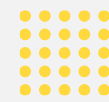
THREATS



SWOT ANALYSIS – BESTSELLER 2024



STRENGTHS



- **Diverse Brands:** Includes labels like Vero Moda and Jack & Jones.
- **Global Presence:** Operational in over 70 markets worldwide.
- **Brand Recognition:** Well-known in Europe and Asia.
- **E-Commerce & Pricing:** Strong online sales with affordable products.



WEAKNESSES



- **Wholesale Reliance:** Lower profit margins due to wholesale focus.
- **Outsourced Manufacturing:** Reliant on third-party production.
- **Limited in North America:** Struggles in the North American market.
- **Physical Retail Focus:** Over-reliance on brick-and-mortar stores.



OPPORTUNITIES



- **Emerging Markets:** Growth potential in China and India.
- **Online Sales Growth:** Opportunity to enhance digital sales.
- **North American Expansion:** Possibilities for market entry.
- **Eco-friendly Practices:** Attracting eco-conscious consumers.



THREATS



- **Market Competition:** Strong competition from various brands.
- **Economic Sensitivity:** Impacted by inflation and recession.
- **Fast Fashion Rivals:** Challenges from brands like H&M and Zara.
- **Supply Chain Risks:** Potential disruptions and reputational issues.

