



# SWOT ANALYSIS

## Primark 2024

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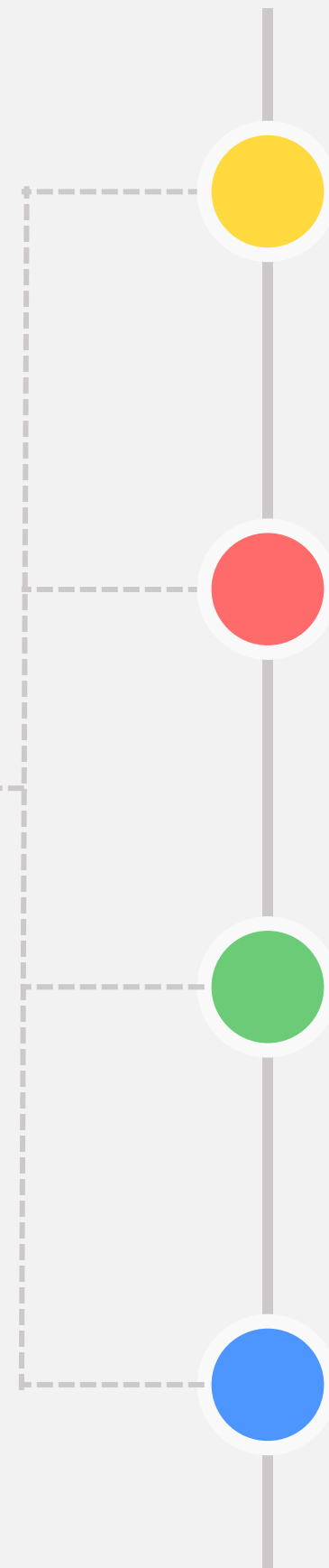




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**STRENGTHS**

**WEAKNESSES**

**OPPORTUNITIES**

**THREATS**



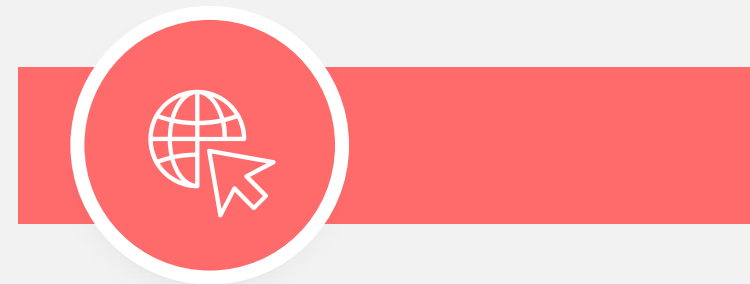
# SWOT ANALYSIS – Primark 2024



## STRENGTHS



- **Global Footprint:** Stores in 16 countries, offering economies of scale and increased brand visibility.
- **Trend-Focused Selection:** Curates on-trend collections, keeping inventory fresh and relevant.
- **Ultra-Efficient Supply Chain:** Lean operations and strong bargaining power with suppliers, ensuring low costs.
- **Streamlined In-Store Experience:** Focus on merchandise with minimal store decor, enhancing the shopping experience.



## WEAKNESSES



- **No E-commerce:** Lacks an online sales presence, limiting growth and accessibility.
- **Supply Chain Opacity:** Limited transparency in supply chain raises ethical concerns.
- **Brand Perception:** Viewed by some as a purveyor of cheap, low-quality fast fashion.
- **Quality Concerns:** Products may lack durability compared to premium brands.



## OPPORTUNITIES



- **Online Sales:** Potential to expand into e-commerce to reach more customers.
- **Sustainability Initiatives:** Leading in eco-friendly practices can attract conscious consumers.
- **Expanded Target Markets:** Broadening product range to attract diverse demographics.
- **Enhanced Product Quality:** Focusing on quality to improve brand perception and allow slight price increases.



## THREATS



- **Fierce Competition:** Increasing pressure from retail giants and online fashion stores.
- **Margin Erosion:** Vulnerability to fluctuating costs in materials and labor.
- **Reputational Risks:** Potential for negative publicity from supply chain issues.
- **Market Saturation:** Need to differentiate to maintain market share amidst growing.

