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## DAVID JONES LIMITED SWOT & PESTLE ANALYSIS

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**Company Name :** David Jones Limited

**Company Sector :** Retail

**Operating Geography :** Australia, Global

**About the Company :** The Company was founded in 1838 by David Jones. The company is headquartered in Sydney, Australia and employed around 7900 people as of July 2014. David Jones has currently 39 stores located across most of the Australian states. The company's products include ladies' fashion, menswear, shoes & accessories, cosmetics, children's wear & toys, home wares, stationery, books, CDs & DVDs, white goods, etc. The company provides financial services and includes the David Jones store credit card. The company also offers other products and services that include insurance cards, gift cards, etc.

**Revenue :** A\$2.2 billion (2016)

## SWOT Analysis :

The SWOT Analysis for David Jones Limited is given below:

| Strengths                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Weaknesses                                                                                                                                                                                                                                                                                                                                                                                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ol style="list-style-type: none"> <li>1.Oldest operating departmental store in the retail sector of Australia and the world.</li> <li>2.Unrelenting loyalty of the customers for the brand.</li> <li>3.Wide range of high quality Australian and international brands spread across fashion, beauty and living.</li> <li>4.Omni-channel retailing through a variety of channels like stores, websites, etc.</li> <li>5.Cost price harmonization for all the brands.</li> <li>6.Competitive prices on the best national and international brands.</li> <li>7.Acquisition of the company by Woolworths Holdings has helped the company improve its market position.</li> </ol> | <ol style="list-style-type: none"> <li>1.Weak financial position of the company amid the global financial crisis mainly due to difficult trading conditions and changing consumer sentiments.</li> <li>2.Loss of sales of the company to international online retailers.</li> <li>3.Capital invested on the refurbishment of stores may lower the cash flow for other engagements.</li> </ol> |
| Opportunities                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Threats                                                                                                                                                                                                                                                                                                                                                                                       |

|                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.Acquisition will result in world's largest department store that can offer highly enhanced value proposition.<br>2.Private label strategy.<br>3.Internal re jiggling of management structure to enhance productivity and profitability of the company.<br>4.New fashion focused small stores for enhancement of market presence.<br>5.Weak Australian dollar improving domestic online retail sales. | 1.Competition threats from international retailers in the established sector by setting up of shops across Australia.<br>2.Competition threats from the international retailers in the online retailing sector.<br>3.Cost price harmonisation strategy resulting in loss of suppliers. |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



### PESTLE Analysis :

The PESTLE Analysis for David Jones Limited is given below:

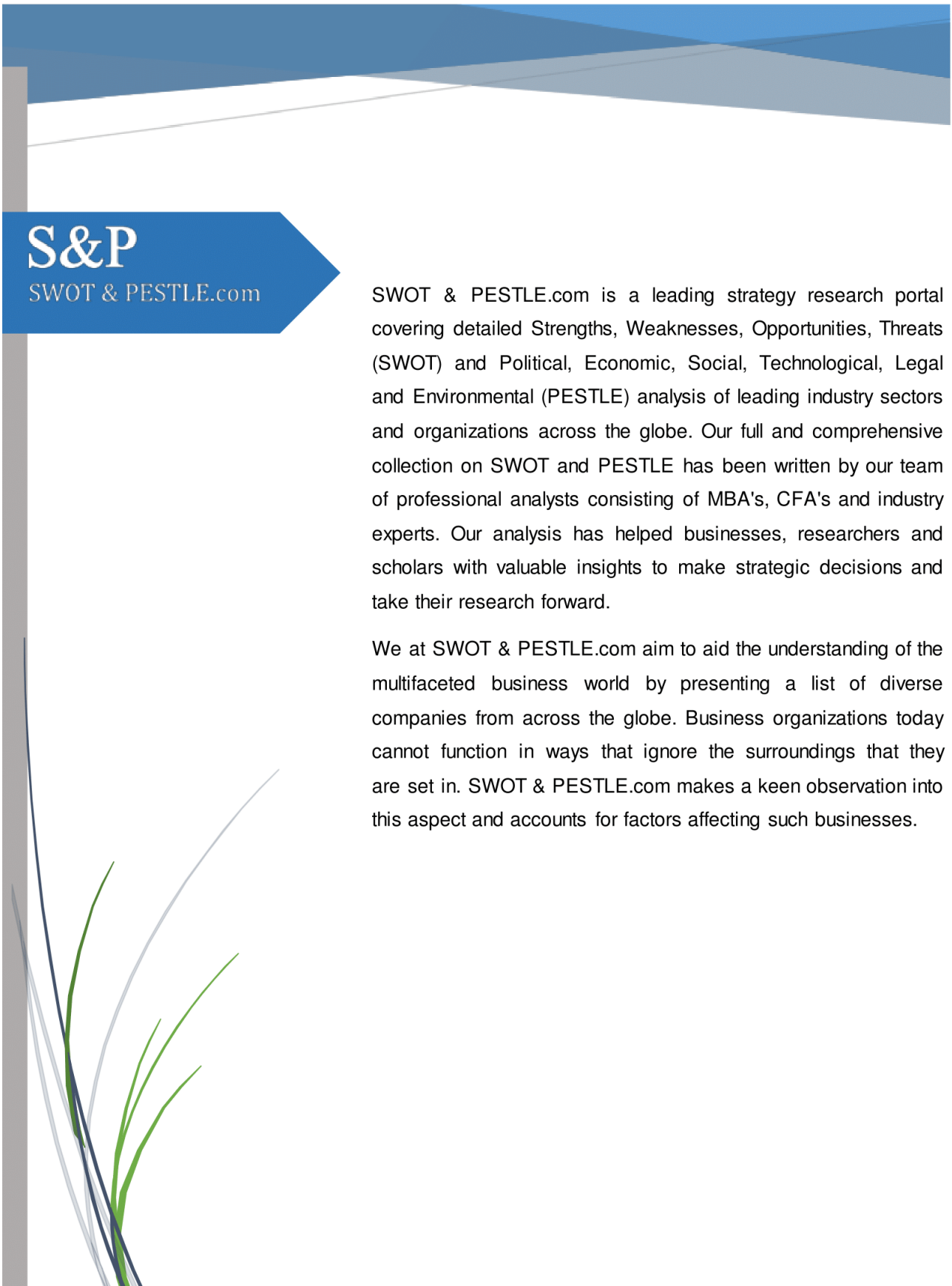
| Political                                                                                                                                                                                                                                                                                                                     | Economical                                                                                                                                           |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.Laws and regulations enforced by the government against the misuse of market power by the market leaders                                                                                                                                                                                                                    | 1.Change in spending habits of consumers                                                                                                             |
| Social                                                                                                                                                                                                                                                                                                                        | Technological                                                                                                                                        |
| 1.David Jones provides financial aid to projects that centre on the physical well-being and health of Australian women and children<br>2.David Jones supports the Look Good Feel Better charitable organisation that helps cancer affected people<br>3.David Jones supports research to improve cancer for children and young | 1.Technology up gradation leading to customers shopping online<br>2.Opening up of next generation stores<br>3.Ethical consumerism - determines sales |
| Legal                                                                                                                                                                                                                                                                                                                         | Environmental                                                                                                                                        |

|                                                                                                                                                                                                                                                     |                                             |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|
| 1.Legal actions of ACCC against the company in relation to price wars<br>2.Legal actions of ACCC against the company in misrepresentation of safety of products<br>3.Legal actions of ACCC against the company in relation to bullying of suppliers | 1.Use of sustainable products and practices |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|

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