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O'REILLY AUTO PARTS SWOT & PESTLE ANALYSIS

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Company Name : O'Reilly Auto Parts

Company Sector : Automotive Industry

Operating Geography : United States, North America

About the Company : O'Reilly Auto Parts is an American retailer company which provides automotive aftermarket parts, tools, supplies, equipment, and accessories in the United States serving both the professional service providers and do-it-yourself (DIY) customers. It is headquartered in Springfield, U. S. On December 2, 1957 Charles O'Reilly started the O'Reilly company with one store and 13 employees at 403 Sherman in Springfield. Later in 1998, O'Reilly merged with Hi/LO Auto Supply, adding 182 auto parts stores in Texas and Louisiana and the acquisition of Hi/LO made O'Reilly one of the top 10 auto parts chains in the country. O'Reilly Automotive, Inc. operates more than 5,400 stores in 47 states, including Alaska and Hawaii as of 2019. The company has over 1,300 locations that can custom-build hydraulic hoses and it also collects used motor oil, automotive batteries, transmission fluid, gear oil and oil filters for recycling. By post 2020, the company plans to open approximately 180 net, new stores which will increase the company's penetration in existing markets and allow for expansion into new, contiguous markets. As of 2019, the company provided services to 82,484 employees.

O'Reilly Auto Parts' Unique Selling Proposition or USP lies in being the leading auto parts retailer in all of its operational market territories. O'Reilly Auto Part's mission statement reads, " O'Reilly Automotive intends to be the dominant supplier of auto parts in our market areas by offering our retail customers, professional installers, and jobbers the best combination of price and quality provided with the highest possible service level".

Revenue :

\$10,149,985 – FY ending 31st March, 2019

\$9,536,428 – FY ending 31st March, 2018

SWOT Analysis :

The SWOT Analysis for O'Reilly Auto Parts is given below:

Strengths	Weaknesses
1. Wide presence in the US markets with aggressive opening of new stores 2. Relentless focus on consistent and outstanding customer service 3. Omnichannel Growth Strategy	1. Losing investor confidence by understating off balance sheet debt 2. Sensitive to regional economic and weather conditions that could impact costs and sales
Opportunities	Threats
1. Strategic acquisitions may help to grow in the current downturn. 2. Growing and aging vehicle fleet will fuel growth for maintenance and repairs 3. Expand distribution footprint to support store growth	1. COVID 19 resulted in decrease of 13 % of store sales 2. Auto parts industry is a highly competitive market 3. Growing entry from ecommerce players eroding demand 4. Dramatic shift in automotive industry will impact aftermarket part industry

PESTLE Analysis :

The PESTLE Analysis for O'Reilly Auto Parts is given below:

Political	Economical
1. Policy changes due to change in political power 2. Trade relations and political agreement with Mexico	1. Decrease in demand due to economic slowdown 2. Trade war of USA vs China
Social	Technological
1. Customers mindset moving towards more eco-friendly electric vehicles. 2. Due to COVID 19 consumers may decrease their travel which can affect the demand	1. Increasing Complexity of vehicles 2. Consolidation of Auto parts industry
Legal	Environmental
1. Past legal cases may lead to adverse effect on financial position 2. Safety regulations regarding the parts are strict	1. Focusing on eco-friendly methods like recyclable batteries 2. Emission standards have gone up requiring good quality products

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