

SWOT Analysis for Polo

Strengths:

- Classic style clothing
- Apparel for men and women
- Well respected designer label
- Reasonably priced at outlet stores
- Appeals to a variety of age groups
- Preppy clothing
- Fun color choices
- Competes well in the high middle class range and up
- For traditionally conservative consumers
- Considered a nice name brand label that looks chic
- Has good advertisements
- Has a wide range of garments and home accessories

Weaknesses:

- Could use more styles of polo shirts and sweaters
- Could have more cute dresses and polo accessories
- Competitors are more fashion forward
- Can be slightly pricey sometimes
- Doesn't have a wide range of clothing options
- Doesn't have enough outlet stores
- Could have a jewelry line

Opportunities:

- Polo could be an extremely hot commodity globally
- They could benefit from making certain items more exclusive so they would only be accessible to certain people or in certain locations so everyone wouldn't wear the same things but could still have the Polo label
- Try to appeal to a slightly larger audience

Threats:

- Changing the style too much could push loyal shoppers away.
- Reducing the prices too much may the product less desirable.
- Putting too many store locations may make the store less appealing or not make enough profit.