

Swot Analysis:

1) Potential Customers

<p>Strengths:</p> <ul style="list-style-type: none">- Tenured brand; has been in existence since 1973.- Brand recognition; the name Patagonia carries weight and validity, even those who don't own the product are more than likely familiar with the company.- Notoriety; the brand is considered high end so an easy selling point would be the recognition one would receive for owning some of the clothing.- Purpose; the clothes at Patagonia serve a clear purpose or function. If you want outdoor clothes there aren't many better places to get them, if any.- Environmental impact; shopping with Patagonia not only allows you to help your wardrobe but also the planet given all of the initiatives.	<p>Weaknesses:</p> <ul style="list-style-type: none">- Price point; Patagonia clothes are not inexpensive so convincing new customers to spend more on their clothes is never an easy task.- Maintaining the status quo; this goes for both potential customers and the company. Potential customers have their habits with shopping already. As a brand that has been around forever it may be hard to convince them to all of a sudden now begin shopping at Patagonia. Additionally, Patagonia knows its market so changing up their marketing approach is unlikely at this point.- Aging customer base; as the millennials who wear Patagonia get older it could stand to reason that unless the Gen Z market is obtained they could drop in sales.
<p>Opportunities:</p>	<p>Threats:</p>

<ul style="list-style-type: none"> - Product line growth; in this era of brand versatility more and more brands are adding other products and services to their repertoires so as to offer more options to customers. Shoes/sneakers in particular is one area Patagonia could easily grow. - Brand partnerships; Patagonia could definitely follow suit with the trend of brand partnerships. Whether collaborating with other high end brands (Nike, Kith, Lululemon, etc.) or with celebrities. All kinds of brands have been collaborating with the celebrities and releasing limited edition clothing. - Social media; while Patagonia does have a social media presence, promoting the company and their endeavors towards the planet could be done a lot more on social, particularly emerging platforms like TikTok, to gain new and younger customers. 	<ul style="list-style-type: none"> - Emerging competition; while Patagonia is entrenched as a key player in the outdoor activity clothing industry, the fashion industry is always growing so getting comfortable is never an option. - New trends; During the pandemic loungewear emerged as the dominant market in the fashion industry. Convincing customers to spend on outdoor clothing could be difficult in an increasingly indoor society. - Local businesses; while Patagonia dominates the national and even international market as a major company that sells outdoor clothing. A lot of communities and towns that feature outdoor enthusiasts also feature smaller shops with similar offerings and customers may prefer to support local, smaller businesses.
--	---

2) Current Investors

<p>Strengths:</p> <ul style="list-style-type: none">- Consistently high revenue/sales; no company in the outdoor clothing space has performed more admirably and consistently financially than Patagonia. Only the North Face stacks up. As far as a top functional fashion brand it is one of the safer investments.- Strong leadership; the Head of Patagonia Jenna Johnson has been with the company, guiding it, for over ten years. The new CEO, Ryan Gellert, has been with the company for over six years and has been in the industry for over 15 years.- Environmental and social responsibility; when investing in a major company it is often hard to decide whether to go for profit or for responsibility. Patagonia is a rare company that offers investors both. Peace of mind for your wallet and peace of mind for your soul.	<p>Weaknesses:</p> <ul style="list-style-type: none">- Privately owned; as a privately owned company Patagonia is not Publicly traded, meaning its stock cannot be bought and sold on the market and it does not have to publicly report earnings. While for Patagonia this means it is free to accept or decline investors on an as needed basis, it does limit its financial roof pre-IPO.- A company that has been around as long as Patagonia and is still doing extremely well financially may see little to no purpose to growth in terms of investors. This could inhibit the long term growth given the previous success and lack of desire for short term growth.
<p>Opportunities:</p>	<p>Threats:</p>

<ul style="list-style-type: none"> - IPO; for Patagonia a major next step could be an initial public offering. As long as the companies integrity and direction are secure, the financials could see a huge boost from becoming a publicly traded company. - Purchases; in the private sector another way to grow would be to buy and absorb other companies that would add to the Patagonia and create further opportunities for growth in offerings. - 	<ul style="list-style-type: none"> - Becoming stagnant; the threat of getting comfortable is always looming. In this age figuring out the next trend and how your company plays into that is huge for continued success. Patagonia knows what they do and they know their mission but if they don't have a plan for what is next they could be overtaken, even in the distant future. - Pandemic fatigue; a potential threat to the continues success at Patagonia would be if people are fatigues by the Pandemic and are not as eager to get back outside as we thought. People made less money and we saw trends shift towards indoors, it is very feasible that they wouldn't start spending on outdoor clothing right away.
---	--