

sSWOT Analysis

03 BRAND ANALYSIS



The sSWOT is the Sustainability SWOT analysis, a tool we used to identify Barbie's environmental and social issues.

On the environmental front, although Barbie has taken action to use recycled plastics to help eliminate marine plastic pollution, the extensive use of PVC and ABS still causes a lot of environmental pollution such as toxic emissions, energy consumption, resource depletion and plastic waste. This prevents them from achieving their sustainability goals and carries a high risk of paying fines and product recalls.

On the social aspect, one of the most controversial issue is barbie's unrealistic body standards and gender stereotypes. Customers' preference are constantly changing, which creates a huge challenge for Barbie to keep up with new trends. Barbie's product portfolio is limited to dolls, which will lead to a higher financial crisis if it is boycotted by customers.

- **Brand recognition** worldwide
- **Wide range of dolls and accessories**
- **Customized** for audience of different countries
- **Popularity** throughout generations
- **Global market** leader
- Strong **retail network**
- Strong **supply chain relationships**
- **Intellectual Property** Rights

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- Promoting **unrealistic body standards**
- **Limited appeal** to certain demographics
- Product **portfolio is limited** to dolls only
- Track record on **environment issues**
- **High operating costs**
- **Slow** to harness new channels of **communication**
- Workers **concerns about automation**
- **Easy replication** of product

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- **Collaborate with NGO and supplier** to achieve sustainable goals
- Evolve the product line towards **servitization**, minimize resource consumption
- Leveraging **digital technologies**
- **Expanding customer age groups**
- Embracing **diversity and inclusivity** in **product** offerings
- Creating value in **data economy**

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- Expense increase due to **environmental regulation**
- **Natural resource scarcity, high dependence on third party suppliers**
- **Emerging competitors** and their innovative product
- **Aging population**
- **Consumer preferences** changing constantly
- **Sluggish growth** in the economy

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Opportunities

- Partnerships with NGO and supplier to track environmental issue, lower regulation risk and operating costs
- Product servitization and digitalization, minimize resource consumption
- Expand market to different demographics and age groups

Risk

- Fail to address environmental concerns leading to product recalls
- Low customer engagement due to competitors in other digital field
- Opinions are hard to reconcile in wide range of demographics and age groups

PRIORITIZE

Near-term

- Invite experts from NGO's to **co-create** and **monitor regulation risk**
- Sort out environmental issues throughout the supply chain, **partnership with supplier** to innovate.
- Invite **diverse customers to engage** in the design and idea generate process

Mid-term

- Leveraging global brand recognition to **promote environmental awareness with NGOs and competitors**
- Explore alternatives to plastic products with suppliers
- Develop interactive service and digital product

Long-term

- **Setting environmental goals in the industry with competitors and NGO**

ACT



Key insights

- **Track environmental issue:** lower regulation risk and operating costs
- **Minimize Resource Consumption:** Product servitization and digitalization
- **Social impact:** Gender equality and esthetic diversification on different demographics and age groups