

Lowe's Companies Inc – SWOT Framework Analysis

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Abstracts

Lowe's Companies is involved in the business of home improvement. It is a home improvement retailer and has hardware and home improvement stores across the United States, Canada and Mexico. The company conducts its business through only one segment, that is, home improvement retail operations.

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective. SWOT analysis groups key pieces of information into two main categories:

Internal factors – The strengths and weaknesses internal to the organization.

External factors – The opportunities and threats presented by the external environment.

Aruvian Research analyzes Lowe's Companies Inc in a SWOT analysis and looks at the company's strengths, weaknesses, opportunities and threats in this comprehensive research report.

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