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# What are the Core Values?

“The Mission of Levi Strauss & Co. is to sustain responsible commercial success as a global marketing company of branded apparel. We must balance goals of superior profitability and return on investment, leadership market positions, and superior products and service. We will conduct our business ethically and demonstrate leadership in satisfying our responsibilities to our communities and to society. Our work environment will be safe and productive and characterized by fair treatment, teamwork, open communications, personal accountability and opportunities for growth and development.”

1. How does this co. or brand make a social or environmental impact?

Levi Strauss & Co. is pioneering practices to reduce the use of energy, water, chemicals and other materials in the apparel industry. Taking innovative actions and partnering with others throughout the industry, They can help drive change and reduce our overall environmental impact.



**- SUSTAINABILITY -**

**PRODUCTS: WATERLESS**

# Websites

<https://levisclothing.wordpress.com/mission-statement-2/>

<https://www.levistrauss.com/who-we-are/>

<https://www.marketing91.com/swot-analysis-of-levi-strauss/>

# SWOT Analysis

## Strengths

- Invented the world's first pair of blue jeans
- Established brands like Dockers, Signature by Levi Strauss & Co.™ and Denizen®

## Weaknesses

- Levi Strauss is heavily dependent on its 10 major wholesalers who account for over 31% of its net revenues.
- Levi Strauss has been a victim of the duplicity of products in the past and this affects brand image and also impacts sales.

## Opportunities

- The Red Tab Foundation, an industry first, was started by a Levi Strauss & Co. employee to provide a financial safety net for company employees, retiree and their families.
- They continue to engage with communities, by implementing HIV/AIDS employee education, championing equality for women and girls, and supporting communities around the world where we live and work.

## Threats

- Wrangler
- Diesel