

# Bark Case Analysis

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## **Disclosures:**

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As of the time of this writing, I currently hold \$BARK shares w/ an average price paid of \$8.04938.

## SWOT Analysis

<p style="text-align: center;"><b><u>Strengths</u></b></p> <ul style="list-style-type: none"><li>• Vertically integration increasing margins</li><li>• Machine learning on proprietary customer data to increase upsells and cross sells</li><li>• Product diversification across play, food, health, and home</li><li>• Brand awareness through omni-channel distribution</li><li>• Enhanced relationship with customers via in-depth data</li></ul>	<p style="text-align: center;"><b><u>Weaknesses</u></b></p> <ul style="list-style-type: none"><li>• Small product-line breadth</li><li>• Dependent on cultural views towards dogs as pets</li><li>• Stock price likely to be affected by SPAC stigma in the short term</li><li>• Not as well known by pet owners as Chewy</li></ul>
<p style="text-align: center;"><b><u>Opportunities</u></b></p> <ul style="list-style-type: none"><li>• Implementing a customer loyalty system</li><li>• Creating an online course to teach new pet owners about raising and training dogs</li><li>• Continued growth in Play, Food, Health, and Home product segments</li><li>• International expansion into new markets</li></ul>	<p style="text-align: center;"><b><u>Threats</u></b></p> <ul style="list-style-type: none"><li>• Chewy's online marketplace and the Chewy Goody Box</li><li>• Rising inflation may reduce discretionary spending by consumers</li><li>• Rising interests rates may negatively affect valuation as a growth company</li><li>• Alternative subscription services such as Butternut Box</li></ul>

### **Conclusion:**

Based on the SWOT analysis, Bark, Inc. has many strengths that it can leverage to provide superior products and services to its customers. It's focus on catering to dogs limits its product-line breadth, but allows for them to better focus on quality by being niche. Leveraging machine learning and proprietary data on their customers and their pets will allow Bark, Inc. to better cross-sell and upsell its products to its customer base. However, there is definitely a threat from Chewy should Chewy choose to more aggressively come after Bark's customer base by releasing similar products and services themselves. Bark has plenty of opportunities to grow by implementing a customer loyalty program, entering ed-tech for dog training, and expanding its existing product lines into new geographic markets. They could also look towards companies such as Butternut Box in the U.K. as a potential acquisition target to more quickly expand their operations internationally.