Assignment 1 – Conduct a SWOT Analysis

GameStop

GameStop Corp. is an American video game, consumer electronics, and gaming merchandise retailer. The company is headquartered in Grapevine, Texas, and is the largest video game retailer worldwide. As of 28 January 2023, the company operates 4,413 stores including 2,949 in the United States, 216 in Canada, 419 in Australia and 829 in Europe under the GameStop, EB Games, EB Games Australia, Micromania-Zing, ThinkGeek and Zing Pop Culture brands. The company was founded in Dallas in 1984 as Babbage's, and took on its current name in 1999. The company's performance declined during the mid-to-late 2010s due to the shift of video game sales to online shopping and failed investments by GameStop in smartphone retail. In 2021, after retail investors noticed that the short interest well exceeded the float, the company's stock price skyrocketed. According to the SEC report, this volatility was only in part due to the shorts covering their positions, but mostly thanks to the massive buying power of retail investors. The company received significant media attention during January and February 2021 due to the volatility of its stock price. The company is now ranked 521st on the Fortune 500

Sources: <https://www.google.com/finance/quote/GME:NYSE>

Group Members:

**SWOT**

# Identify Strengths, Weaknesses, Opportunities, and Threats

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| --- | --- | --- | --- |
|  | **Internal Factors** | |  |
| **Positive** | Strengths | Weaknesses | **Negative** |
| Opportunities | Threats |
|  | **External Factors** | |  |