Country Analysis of Ireland for Everlane

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Executive Summary

After analyzing the country and business environment of Ireland, Team 3 recommends the company Everlane enter into the city of Dublin with a physical store. Based on the plethora of opportunities the company has in political, economic, and sociocultural aspects in Dublin and within the retail industry trends, Everlane is sure to prosper if it were to implement a new location. The business can achieve a new target market that values a personalized and technology friendly in-store experience and can impact the mindset of individuals on ways of improving the environment through ethical shopping behaviors. Everlane values transparency with its customers, which will resonate with Irish customers, especially in Dublin.

In doing so, Everlane stands to face gains and challenges. However, after research on the country, Team 3 believes the benefits will outweigh the startup challenges. They will gain a wider range of consumers. They will gain recognition in Dublin and a starting platform, which could, in turn, lead to more expansion in Ireland, Europe, and beyond. They will be able to branch into a new market of consumers with the addition of the physical store, transforming Everlane from an online-based company. This has the potential to draw in profit. Although Ireland is a country with a deep history and roots, Team 3 believes that Everlane’s sustainable practices, combined with the use of Irish goods, will draw the Irish consumer to them. There are other sustainable businesses that are online trying to do similar. Therefore, it is important Everlane follows and understands the recommendations from the country analysis and learns from its competitors. Everlane must come into the Irish market willing to learn and develop what it already knows. Therefore, understanding the politics, economy, and culture of the people is necessary. It is important Everlane gets a sense of the many areas within Dublin. Dublin is a growing city and is economically friendly for Everlane. However, the challenge of succeeding can grow due to this. Everlane will have to connect with the locals and Irish distributors before entering completely. Starting up slowly and building relationships within Dublin is what Team 3 suggests, where they can use a full ownership approach. However, getting input sources nationally. A fast start could mean a quick end. Although it may take longer, it could mean more long-term success.

About Everlane

Everlane is a retail shop based in the United States that values the transparency they have with fellow firms and their customers. One of the guiding forces for the company is its Radical Transparency and how it uses this to drive their business. Radical Transparency is focused on ensuring the business is following high ethical standards. The factories have personal relationships with Everlane, the workers receive fair wages, and use only the finest materials. Having such a close connection with the manufacturing process helps Everlane ensure only high-quality clothing is on their shelves. While the quality of the clothing is pristine, the price is shockingly affordable. This is what really sets the company apart from its competitors. Originally Everlane was an online-only retailer; however, the company has recently opened a store in New York, NY and San Francisco, CA.
Size and Trends

Within retail, there are many trends that Everlane needs to consider throughout its process of expansion. Consumers praise the idea of personalization with a quality customer experience. Companies are taking advantage of this trend and incorporating features like digital changing rooms that provide access to new colors, sizes, outfit ideas, and lighting to assist with the fashion preferences of each customer. Omnichannel retail is also trending, where companies are providing multiple ways of purchasing products, whether this is online, instore, or through social media platforms. Everlane can take full advantage of these trends as they create their in-store location. Providing personal experiences, like the digital changing rooms and omnichannel presence, will connect directly with the new customer base in Ireland, who enjoys connecting with new fashion trends and consumer experiences. Deloitte found that an “in-store revolution” is developing as 2019 progresses. The new trends of “re-commerce and thrifting” appear to be highly valued as consumers want products they can “recycle and reuse” (Retail Trends 2019). This is a great way for Everlane to emphasize their eco-friendly initiatives with their products and create a better connection with the values of their target audience.

Another trend that is present in the retail market will continue to grow through 2020, according to Trade Economics. In-store retail in Ireland is very prominent, as they represent 73% of the consumer population (Retail Sales Trends in Ireland 2019). In-store experiences are important to enhance when creating a new store location, so Everlane, as they look to expand, needs to focus on the experience they are providing their customers. Although Everlane is looking to expand their physical locations, it is also important to note that about 25% of Irish consumers shop online each week (Irish Times). This is helpful for Everlane as the company can feel less at-risk by jumping into a new market as consumers are already familiar with online shopping, and may already be aware of Everlane as well.

Cultural Analysis

In order to understand the culture of Ireland, it is important to compare the culture of Everlane’s home country, the United States. Using GlobeSmart Five Cultural Dimension there are clear similarities and differences between both countries. It has been discovered that Ireland is more interdependent than the United States, expressing that they are less likely to be spontaneous, follow protocol more diligently, and less willing to be flexible to new styles or ways of doing things. If Everlane entered into Ireland, they need to recognize they can’t expect a sudden acceptance of their different American style of business. To be successful Everlane will also have to follow Irish protocol more strictly than it may follow now. The company will have to look through the rules thoroughly. Due to Ireland’s lack of spontaneity, gaining acceptance from the city of Dublin may be slower, so Everlane needs to allow extra time to be considered. According to the GlobeSmart profile, they are practically as Egalitarian as the United States. This benefits Everlane as the business can expect to share ideas and interact while having an informal style of doing business, similar to its home country. Therefore, this is an advantage in having meaningful discussions about the future of their store and entering with potential partners within Ireland. Everlane may find the attitude of informality different as pub meetings and “craic” humor are included in the method of doing business in Ireland. Finding employees that have a work hard while playing hard mindset is important for Everlane. The United States spends less time creating relationships than in Ireland. In the United States, Everlane staff is more likely to want quick-results and not care about forming the background and relationships first. Everlane may want the most efficiency, however, it is important to realize it will deem
more effective and beneficial if they form these bonds before proceeding with business. The Irish culture demonstrates initiative while having the will to take business risks. However, their culture is built from communication. They may be more cautious about proceeding with business, especially with Everlane being a relatively unknown and foreign company. Everlane needs to be ready to schedule in extra time for meetings and implement the strongest communicators when striking deals and agreements with the Irish. It is also important to use the Irish people’s willingness to talk among different status levels to gain valuable insight into what is right and wrong in the business world in Ireland. In Ireland, Everlane managers may find themselves chatting with other local startup or small business owners to gain tips simply taking a stroll in Dublin. When having casual business conversations in the streets of Dublin, it is important to take advice without criticism to maintain a positive relationship and impression with other businesses in Ireland. Lastly, Ireland is as direct as the United States. Everlane won’t have to change their approach for blunt questions and getting to the point. In addition to these dimensions of the Irish Culture, they also have a strong tie to their identity and Catholicism. Although religion and history are not prevalent in the US, Ireland strongly values their history and culture. The population is almost eighty-five percent Irish, so these factors are very important. Therefore, it is best that Everlane recognizes the deep routes of Ireland as many of the population continues to practice Catholicism and stay active within the Irish, Celtic culture. This may mean partnering with local distributors to have ties to the Irish culture and roots. It may also benefit them to respect and acknowledge Irish holidays and religious practices. This could show a greater appreciation and respect from potential buyers in Dublin. The Irish culture has relative similarities to the United States and some great differences that are important for Everlane to acknowledge and develop to succeed with a physical store in Dublin.

**Geography**

Ireland is an island located in the Atlantic Ocean, just off the coast of mainland Europe. However, the city in focus is Dublin. Dublin is one of Ireland’s thirty-two counties and is about forty-four square miles. It is surrounded by flat farmland and low mountain range. Dublin is near the middle of Ireland’s east coast, at the head of the Irish Sea bay. It is the capital of Ireland, so it is quite large in comparison to other cities in Ireland. It is known to have a separation between the working class and middle to upper-class, by north and south, via the River Liffey. They are broken up into five quarters, with twenty-four districts, so there are many small markets within the greater market of Dublin. Each part focuses on different aspects of Dublin life while some are known for tourism and others are known for docking. With a variety in districts also comes one of the fastest growing populations within Europe, providing many opportunities for Everlane to take advantage of as target markets evolve. Right now, District 4 is known to have more wealth, however, they may not be as forward thinking in how they approach sustainable business practices. It is important Everlane goes into every Dublin district to understand the options to invest in for the new location. As Dublin is an older city with little room to expand due to the infrastructure and increasing population, finding a space to put a physical location may be tricky. Everlane will have to compromise and negotiate a location and price through the government.

**Internal Political and Economic Environments**

When looking at a country’s internal political environment, it is important to consider factors that that benefit or hinder a business’s ability to succeed within that country. It is essential that a company investigates the political environment beforehand so that there are no unexpected policies or laws that would negatively impact the business. In Ireland, one thing that
should be examined is their corporate tax rate. According to PricewaterhouseCoopers, Ireland’s corporate tax rate last year was at 12.5% (pwc). Compared to other countries in the European Union, the Irish corporate tax rate is among the lowest. This proves to be beneficial as it lowers the cost of expansion into new countries, so a low corporate tax rate is a welcome sight. Another political factor to consider is overall political stability. According to Freedom House, “Ireland is a stable democracy” (Freedom House). Similar to the United States, Ireland has a president, two legislative bodies, which are the Dáil (House of Representatives) and the Seanad Éireann (Senate), and holds democratic elections. Countries want to operate in a more politically stable country rather than worrying about day-to-day political issues the country is having if the country weren’t politically stable. This way, companies can focus on their long-term strategy and goals. In many countries, policies can differ greatly between foreign firms and domestic firms. In Ireland, however, subtle differences exist between policies for domestic firms and international ones. For example, according to Deloitte’s Taxation and Investment statement regarding Ireland, they point out that dividends received from an Irish resident company by another Irish resident company are not included in taxable income, but dividends received by a resident Irish company from a nonresident company are deemed as taxable (Deloitte). Overall, these specific factors, as well as many other political factors, must be taken into account before entering a country, as the politics of a country arguably have the largest effects on how business is conducted.

Moving forward, a country’s internal economic environment is another crucial aspect when looking to expand into another country. Failure to investigate a country’s economic environment before entering could spell disaster for the company, as it would be unaware of the many factors that affect business daily. For Ireland, one should look at their interest rates, both currently and over time, as these generally gauge the health of the economy and the health of business as a whole within the country. Currently, Ireland’s interest rate for business loans under €1 million averages out at roughly 4.52%, where six months prior it was 4.20% (Central Bank of Ireland). A relatively stable interest rate is essential for business, as it is a general indicator that the economy is also relatively stable. Businesses want to operate in a stable economy because it gives them more freedom in regards to their decision-making process. Another economic factor businesses need to consider is consumer behavior and confidence levels. Businesses, especially those in retail like Everlane, need to analyze these indicators because it has arguably the most direct impact on the business. If consumers aren’t confident, then they aren’t very likely to buy. Currently in Ireland, with the Brexit deadline looming, consumers are feeling anxious. According to the Economic and Social Research Institute, the Consumer Sentiment Index has been declining overall since July 2018 (ESRI). However, they expect it to rebound once things calm down with Brexit. When looking at Ireland’s economic environment, a corporation must use the economic indicators presented, plus many others, when looking to expand, as economics plays a large role in how a corporation manages its finances.

**Foreign Direct Investment in Ireland**

Foreign direct investment occurs when a corporation owns another business in a different country. In Ireland specifically, they view foreign direct investment in a very favorable light. A.T. Kearney ranked Ireland 19th overall in their FDI Index, citing a “competitive cost base, a young and educated workforce, low tax regime, membership in the eurozone, and a launch pad to the rest of Europe” (Taylor). One thing that jumps out to corporations is Ireland’s very low corporate tax rate. At 12.5%, it ranks as the second lowest in the entire European Union. Many have cited Ireland’s willingness to accept foreign direct investment as a driver back to economic...
prosperity after the Great Recession. However, recent events have made Ireland’s prospects slide, with the major influences being “Brexit, geopolitical instability, such as the recent U.S. aluminum and steel tariffs, and the rise of populism” (O’Donovan). Even with uncertainties on the horizon, Ireland has constructed a framework that encourages foreign direct investment and makes it an appealing destination for corporations looking to expand.

**Opportunities and Threats Imposed by Environment of EU**

The fashion industry in Ireland is currently facing a major threat imposed by Brexit. With uncertainty as to how the deal is going to turn out, designers have already started to alter their approach to the market and who they are hoping to reach with their designs. Fashion is highly influenced by international style, but Brexit could hinder opportunities to import and export clothing from Ireland. Beyond influence for style, retailers are concerned about the potential hassle of clearing customs, the effect on pricing, tariffs, and where they will source production and fabrics. Depending on where Everlane decides to manufacture items for the storefront in Ireland, borders may impose a larger threat to the profitability of the business. The hesitance from designers to send more products and lack of international influence will have an effect on the trends and what is currently popular to buy. Since Everlane’s target market is the millennial who likely receives a lot of influence from designers’ trends, this could also pose a challenge.

Historically Ireland has not been a trendsetter in Europe for its recycling efforts and sustainability. In fact, Bairbre Power from the Irish times found that in 2015, Ireland had the third highest greenhouse emissions per capita rate of all countries in the EU. Power also found that same year, the country’s land was only 10.6% covered by forestry – the second lowest in the EU. Having such little concern about the environment goes against Everlane’s primary goal of sustainability. However, according to Kevin O’Sullivan, Environment and Science Editor at Irish Times, “Ireland Must increase its plastic packaging recycling by up to 80 percent by 2030 if it is to meet strict new EU targets.” This means that Ireland is going to start pushing environmentally friendly packaging and campaign to push the importance of sustainability to its citizens. One way they have already started on this is with a government program called MyWaste, “Ireland’s official guide to managing you(r) waste” (MyWaste.ie). This is one of many initiatives that educate consumers about the importance of sustainability. If Everlane enters Ireland now, this will put them one step ahead of the initiative and branded as revolutionizing sustainable fashion.

According to Statista, 29.4% of those buying clothing in Ireland are between 18 and 34 years old (Statista.com). While over 30% of Everlane’s business comes from its customers who are between 18 and 35 years old (Marketplace.org). With this age range being the prominent buyer for both Ireland and Everlane, the company has great potential in attracting buyer’s interest in their clothing. It is known that Everlane still has a considerable price tag for clothing basics even with its Radical Transparency model. However, high and medium income shoppers make up 71.2% of the buyers in the Irish fashion market (Statista.com). Having an aligned age demographic and buyers with medium to high incomes, Everlane can expect a strong opportunity in its anticipated customer base.

When it comes to the in-store experience, Everlane can continue to push their green efforts against plastic with consumers in Ireland. Due to a tax on plastic bags, shoppers in Ireland are close to exclusively using reusable bags. Within the first week of the 33 cent tax per bag, plastic bag usage dropped by 94% (NYTimes.com). As Everlane continues to explore the in-store experience and making it greener, Ireland’s current stance will be a benefit and aid in pushing the change for overall awareness of sustainability.
Recommendations to seize the opportunities and overcome the threats

Everlane can take advantage of the consumers’ current effort to shift toward more sustainable methods. This is the perfect time for them to step in and be at the forefront of a huge movement. While some of the competitors are larger companies, none of them are making efforts in all the areas as Everlane is. Most are doing well in one or two of Everlane three unique efforts; transparent price, sustainability, and minimalistic design.

Key local and EU competitors and their competitive advantages and disadvantages

Focused on simple minimalist yet elegant designs, Due South is a sustainable Irish clothing brand. Due South uses organic cotton, recycled cotton, and recycled post-consumer PET. The efforts of this brand are strong in regards to sustainability and their mission to create a positive customer experience that goes beyond quality clothing. All their lines are simple but allow for interpretations and personal stories to be woven into the article of clothing. As a small business, they have only a few locations which sell their clothing and one storefront of their own in Dublin. Their largest weakness is lack of online presence. Most of Due South’s business is driven by in-store experiences.

Sophie Rieu is a French-born designer who is breaking through in the Irish industry. All of her clothing uses ethically sourced and natural fabrics. These organic creations are of high-quality basics that have a twist of her style woven into them. Her largest advantage is utilizing such high-quality materials to fabricate her clothing line and a strong presence in the designer world. On the other hand, being a high-end designer may be a challenge for Sophia Rieu’s brand since most day-to-day consumers will not be able to afford her clothing.

Patagonia is another competitor for Everlane because of their efforts to make quality clothing sourced from quality locations. On their website, they have details on where their factories are and ensure that all their practices are ethical. The company has also pledged to donate 1% of sales to support environmental organizations. The largest challenge for Patagonia is due to their prices. They tend to be more expensive compared to Everlane. On the other hand, the customers love the story of Patagonia which aids in customer retention and brand loyalty. Possibly the largest advantage for this company is their international presence. They have taken their story and mission globally and successfully resonated with customers around the world. While Everlane has rapidly been gaining traction in the news and with customers, they still do not have a global presence as Patagonia does.

Fresh Cuts is a unique competitor because of its similarity to Everlane. It brands itself as selling fair trade and sustainable business practices. Additionally, they are mainly online and are in the process of trying to find a permanent location in Dublin. They are also a unique competitor because they are Irish owned, and Irish consumers may lean towards buying a similar product from them over Everlane, due to country pride.

Most brands are unlike Everlane in that they focus on price or sustainability or ethical factories. Organic Basics is a brand which may be the most similar European competitor for Everlane. Organic basics states, “buying fast fashion is a lot like peeing your pants when you’re cold. It feels nice at first, but it’s not so good later on” (Organic Basics.com). This is the general idea of their business along with a focus on basics. The brand started off making underwear and now has expanded to t-shirts, socks, and other accessories. Although, Everlane may have competitors that could seemingly have an advantage over them, if Everlane follows by example and or learns from them, they have the capability to compete and succeed in Dublin.
Describe potential competitors, suppliers, buyers, etc.

While Everlane is just getting started with traditional brick and mortar stores in the United States, they have factories around the world. In fact, they have ten factories in Europe – one in Spain and nine in Italy. In the United States there is only one factory that Everlane uses. Already utilizing factories across the globe, Everlane does not need to make any major alterations to the location of manufacturing for their new store in Ireland. Even though the Ireland store will be a new segment for the company, shipments have been flowing to Ireland for quite some time. Everlane will be able to change these individual packages being shipped to Ireland into major shipments of clothing to stock the store fairly easily.

The buyer of Everlane’s products will fall into the same market Everlane current appeals to with their marketing. This is the 18 to 30-year-old shopper in the middle to upper class. In Ireland, the buyer will be environmentally conscious and interested in progressive trends. These are the people who follow designers and align their fashion sense with where the major designers are taking it. They will have a solid understanding of the internet and online shopping. These shoppers will be interested in less being more and purchasing basics for their wardrobe.

Competitive Advantages

One of Everlane’s main appeals is their transparency with consumers. They were arguably the first clothing brand to fully disclose how much their products cost to make, where the clothing was made, and even how much Everlane marked up the original price. This puts Everlane in a great position to appeal to consumers that value the transparency of the production process for the goods they purchase.

Another competitive advantage that Everlane has is its brand appeal. In the internet age, especially in e-commerce, a company’s brand is essential. Everlane’s brand is one that is focused, polished, and effective. Simply browsing on their website will show potential consumers what Everlane is all about. They know how to navigate the current market effectively as consumers are starting to gravitate towards brands that are simplistic and brands that they can identify with on a personal level.

Competitive Disadvantages

Despite the advantages that Everlane has, there are some aspects it needs to improve in order to gain a complete advantage over other businesses similar to it. A competitive disadvantage Everlane has is the sources of inputs of their products. While Everlane has reached a level of financial transparency that is applauded, they have not reached a level of environmental transparency. In looking at the factories where they produce their products, it is clear that “Everlane doesn’t sustainably-source or sustainably-grown any of its fabrics or materials” (Nini).

Everlane is also in a heavily saturated industry, only hurting Everlane in the long run. Brands like Aritzia, Cuyana, AYR, and Bonobos have similar styles to Everlane’s clothing. For markets that aren’t concerned with where their clothing originated, Everlane may not be on that audience’s radar. But for those that care, it can be hard to differentiate between the competition and customers could be lost in the process. Everlane needs to differentiate their style if they want to maintain competitiveness within their industry.
Business Environment Analysis

A significant factor in deciding to form businesses in foreign countries includes the business environment of the potential new destination. The political, economic, sociocultural, environmental, and technological atmosphere of Ireland provides a plethora of positive business opportunities for those looking to expand their firm.

Through GlobeSmart, Ireland is found as independent, sovereign, and run by a parliament. Ireland’s political rank is “free”, which allows for more opportunities for new businesses like Everlane. The political freedom of Ireland also influences economic factors that make Dublin an attractive place for Everlane to place their new in-store location. Since joining the EU, Ireland is known for its efficiency in economic growth. The implementation of industrialization and technology to agriculture transformed the Irish economy and continues to provide an increase in productivity to Ireland’s market. The basic tax system for citizens in Ireland is also improving as they work to develop the housing market to lower high personal taxes. By doing so, Ireland can even out the taxes to citizens and increase the standard of living (Ireland: Economic and Political Outline). The standard of living allows more economic freedom of an individual as citizens can invest in other expenditures instead of paying so much in taxes.

The economic success from Ireland cannot come without optimal production and trade. Ireland’s main source of production comes from agriculture, textiles, chemicals, and electronics. The advancement of technologies has allowed an increase in efficiency of the making of these goods. The technology used for textile production in Ireland focuses on linen, wool, and silk. These textiles are used throughout Everlane’s goods, as a range of linen products are pictured in the new arrivals for women on the Everlane website (Everlane: Women’s Newest Arrivals). With a large emphasis on textiles, Everlane can enter into Ireland with confidence that its new location will have the resources necessary to locally produce its goods, thus following their value of Radical Transparency. Ireland also has positive business relations with outside investors and businesses which enhances employment. This provides Everlane with the comfort of having a predisposed relationship with other businesses outside of Ireland.

Although economics and politics heavily impact the consumers in retail, the sociological perspective is very important when it comes to genuinely understanding the lifestyle wants and needs of a new target. Life in Ireland is constantly changing and Everlane must take this into account when considering where to invest a new store location. Life expectancy is increasing as technology and education are advancing, causing the Irish population to rise. This heightens the target market available for Everlane when they decide to invest in a new location. The more people there are, the more Irish values are developed in order to maintain national unity.

Ireland is known for its strong values in language and religion. The major languages spoken are English and Gaelic, while the religion and association are a mix of Irish and Catholic, Protestantism, and loyalism. The emphasis on language and religion also impacts their focus on literacy and language maturity. The vocabulary is strong and shows proficiency in understanding communication in Ireland. These values influenced the attitude Irish citizens have on life, where they enjoy humor and sarcasm when talking to one another daily (Countries and Their Cultures: Ireland). While the conversation is both humorous and sarcastic, the communication has no regard to personal space. Each conversation avoids small talk and dives into genuine life no matter the relationship one individual has with the other (Global Business Analysis, 209). In Dublin, this is valued even more as the physical size of the city is smaller. The atmosphere is considered to be friendly and inviting, where everyone knows each other. Everlane needs to take
this into account when placing a new location. The closer knit communities that Dublin fosters shows the need for a business that is local to the citizens and not a large corporation that has to potential to ruin the unique culture in Ireland. The transparency Everlane provides to its customers can really connect with the relationship-oriented atmosphere as each product displays directly where each aspect of production is coming from. This will give customers a sense of trust and allow them to build a closer relationship with Everlane. The maturity of communication is also very important for Everlane. They need to ensure that communication online and in person is developed, personal, and humorous. Everlane can easily adjust to these measures as they already work with a wide variety of fast-paced and sharp-minded customers in New York and the relaxed, materialistic markets in California.

The environmental aspects of business expansion is also a significant factor of placement. Everlane is a sustainable business which emphasizes the positive impact the company makes with its biodegradable clothing. On the other hand, Ireland has not yet reached this level of care towards the environment. The Irish have not quite found the passion to improve the environment. Improving the environment is treated as more of a desire than a need in Ireland, which impacts the way the initiatives are implemented (Representation in Ireland: The Environment). Everlane will need to provide a great mitigation strategy for Ireland to improve its environmental situation. The company can create a positive influence on the rest of the nation.

Another significant factor in business expansion is technology. In Ireland, this allows collaboration between businesses and customers while developing new sources for more effective production. Eleanor Collier found that there are many platforms utilized by firms and consumers for communication, including Yammer, Chatter, AnswerHub, and Jive (Independent, ie.). There is also a relatively new interest in digital currency, with Bitcoin ATMs and Zcash being the major sources used by purchasers. For Everlane, this is an important factor to keep in mind when building the new store location. If consumers are using digital technology to pay for goods, there should be a digital currency option provided at check-out to enhance the customer experience. Everlane will be successful in this realm because its major source of transactions is through the online retail source rather than in the store. Because Everlane is so heavily involved in the world of e-commerce, fitting into the technology culture in Dublin will be easy for the company and exciting for the consumers.

When it comes to expanding, Everlane should consider Ireland due to the opportunities the political, economic, sociocultural, and technological aspects that can provide a plethora of opportunities for success.

**SWOT Analysis**

When looking at the strengths of Everlane, the pricing method is what differentiates itself from other competitors. Everlane has transparent prices, so the customer knows the reasoning behind the cost of the goods they are purchasing. Along with the pricing, for select items, customers are given the option to choose between three different prices depending on where they want their money to go. The transparency with their prices is unique to Everlane and makes them more ethical than a lot of their competitors. Everlane is also very eco-friendly. Not only is all Everlane clothing made from biodegradable products, but there is now a company-wide goal to remove all virgin plastic from its products within the next two years. Everlane’s support of the environment gives them an edge over their competition as Ireland is heading towards becoming a more eco-friendly country. Everlane’s emphasis on helping the environment is a great strength they can provide to Ireland. Finally, Everlane’s social media presence is a massive strength for
the company. They have over 700,000 followers on Instagram along with over 300,000 facebook followers. This is something they can use as a platform to get into the Irish clothing and apparel market, as well as boost their popularity in the country.

Although Everlane has many strengths regarding its business values and processes, there are some weaknesses the company needs to improve upon. Everlane does give customers the option to choose their prices for many of their items of clothing, but these prices are still more expensive than some of their competitors. Penneys and Dunnes Stores are two of Ireland’s most popular retail stores as they offer clothing at a very cheap and affordable price. For example, a cashmere sweater on Everlane’s website can be bought for $100 compared to 57 euros or about $64 at Penneys. While it is ethical for Everlane to be transparent with their prices, they are still more expensive than some of their competition.

There are endless opportunities in Ireland for Everlane. The fashion industry is growing rapidly in Ireland, at just under 13% every year for the next five years. Within the fashion industry, clothing and footwear are the most popular segments making up more than half of the revenue in the fashion industry. According to Fashion United, the fashion industry in Ireland was valued at over three billion euros in 2016. This growth presents an opportunity for entry into the market and the benefit of increasing revenues in the industry. Furthermore, opening up a store in Dublin would provide Everlane with a growing and increasingly diverse population. Dublin and the surrounding area make up 40% of Ireland’s population, with the highest amount of non-Irish people in the country living in this area. The city is also a massive economic hub in the country, with Dublin accounting for 45% of all of Ireland’s GDP. With the growth of the population, diversity, and economy in Dublin, there are huge amounts of opportunity and potential for Everlane to open up a store and be very successful. Another enticing opportunity for Everlane in Ireland is the low corporate taxes the country has. Ireland’s national corporate taxes are only 12.5% which is the lowest in the EU. This will save Everlane huge amounts of money and allow them to see greater profits. The lack of environmental care Ireland seems to have is also a great opportunity for Everlane to enter, as their eco-friendly and sustainable values can influence Ireland and change the way Ireland views retail production for the better.

Finally, the main threats facing Everlane in Ireland are their competitors and a significant amount of clothing imports already entering the country. As mentioned earlier, Penneys and Dunnes Stores are hugely popular retail stores in Ireland, along with Patagonia, Due South, and Fresh Cuts. Patagonia is the most well known and established American apparel company of these. They have had great success in entering the Irish market and similar to Everlane are known for their ethical practices. Penneys, Dunnes Stores, Due South, and Fresh Cuts are all Irish owned retail stores that are very popular among Irish consumers. Consumers prefer shopping at these stores because of their extremely cheap prices and because they have become loyal to the brand. Furthermore, Ireland is the UK’s largest trade partner in the fashion industry. They receive a huge amount of apparel imports from the UK because of the similar style and fashion the two countries have. Due to these reasons, Everlane may find it difficult to break through into the market and establish themselves as a primary retail store in Ireland.
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