





#	STRENGTHS (+)	
1	Strong brand reputation and customer loyalty	
2	High-quality and curated product offerings	
3	Exceptional customer service and personalized experiences	
4	Efficient inventory management and supply chain	
5	Nordstrom Rewards loyalty program	
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#	OPPORTUNITIES (+)	
1	E-commerce growth and online sales	
2	Expansion into new markets and locations	
3	Focus on sustainability and ethical practices	
4	Integration of digital technology and omnichannel retailing	
5	Strategic partnerships and collaborations	
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#	WEAKNESSES (-)	
1	High operating costs	
2	Dependence on external brands and suppliers	
3	Limited international presence	
4	Limited physical store presence in certain regions	
5	Reliance on seasonal and promotional sales	
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#	THREATS (-)	
1	Intense competition in the retail industry	
2	Shifting consumer preferences and shopping habits	
3	Economic downturns and changing consumer spending patterns	
4	Fluctuating commodity prices	
5	Potential disruptions from political and regulatory changes	
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