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GRANT THORNTON INTERNATIONAL SWOT & PESTLE ANALYSIS

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Company Name : Grant Thornton International

Company Sector : Consulting, Audit and Professional Services

Operating Geography : United Kingdom, Europe, Global

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Grant Thornton International's Unique Selling Point or USP lies in it being one of the world's leading organizations of independent audit, tax and advisory firms. Grant Thornton International's mission statement reads, "To be the leading business advisors to dynamic organizations by helping them unlock their potential for growth".

Revenue :

US\$ 5.76 billion - FY ending 30th September 2020 (y-o-y growth 0.6%)

US\$ 5.72 billion - FY ending 30th September 2019

SWOT Analysis :

The SWOT Analysis for Grant Thornton International is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Agile and resilient business model 2. One of the most preferred workplaces due to equality 3. One of the world's leading professional services firm 4. Vast network providing diverse services 	<ol style="list-style-type: none"> 1. Involvement into multiple controversies
Opportunities	Threats
<ol style="list-style-type: none"> 1. Companies rearranging operations for revival will need professional services 2. Virtual offices to accelerate penetration 3. Organizations in need of cybersecurity with increased digitization 4. Complex tax regulations to necessitate tax services 	<ol style="list-style-type: none"> 1. Automation in auditing can replace traditional firms 2. Possible bans on auditors after corporate failures 3. Intense competition from large firms

PESTLE Analysis :

The PESTLE Analysis for Grant Thornton International is given below:

Political	Economical
1.Increased demand for consultancies to handle Brexit changes	1.Weaker sterling resulting in increased demand for UK firms
Social	Technological
1.Audit firms receiving blame from public over corporate scandals	1.Concierge-enabled platforms to connect resources for solving business problems 2.AI to make auditing of large-scale data a reality 3.Use of data analytics to cater to complex tax regimes
Legal	Environmental
1.Mandatory audit trails in India will increase operational costs 2.UK mandated splitting of business units of professional services firms 3.FRC's tightening of rules reduce incentives for audit firms	1.IAASB sets in clear guidelines for increased focus on climate change

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