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AMUNDI SWOT & PESTLE ANALYSIS

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Company Name : Amundi

Company Sector : Banking and Financial Services

Operating Geography : France, Europe, Global

About the Company : Amundi is a financial asset management firm headquartered in Paris, France. The business was founded on January 1, 2010, as a result of the merging of Crédit Agricole and Société Générale's asset management activities. Amundi engages in a variety of asset management businesses. The company specialises in active management (equity management, bond management, diversified management, structured products management, and treasury management) as well as passive management (ETF issuer and index fund manager) through a variety of mutual funds. In addition, the company has products in the real estate and alternative asset investing categories (real estate and private equity in particular). Its products are geared at both individual and institutional investors and come in the form of pooled investments or specific mandates. Amundi is well recognised in France for its work in the field of French employee savings plans (épargnesalariale). The firm also has a research and analysis department that publishes frequent reports on global economic circumstances and stock market trends. The Amundi Institute was created on 16 february 2022 to strengthen the advice, training and day-to-day dialogue regarding economic, financial, geopolitical, societal and environmental dimensions. This plan brings together its research, market strategy and asset allocation advisory activities under the Amundi Institute.

Amundi's USP lies in its being the second-largest asset manager in Europe after Allianz and one of the top ten investment managers in the world by AUM. Amundi's mission statement reads, "Working every day in the interest of our clients and society".

Revenue :

962 million - FY ending 31st December 2020 (y-o-y growth - 4.7%)

959 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Amundi is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Robust financial profile and resilient cash flows 2. Strong global presence with over 100 million clients 3. Strong commitment to meeting ESG criteria 4. Consistently high dividend payouts since IPO 5. Named "Asset Manager of the Year" at Global Derivatives Awards 2020 	<ul style="list-style-type: none"> 1. Majority of shareholders concentrated in three countries 2. Market manipulation allegations may lead to reputational loss and penalties
Opportunities	Threats
<ul style="list-style-type: none"> 1. Joint venture with the Bank of China to increase Asian presence 2. Increasing digital presence through Amundi Technology 3. Use low-cost operational models to retain competitive advantage 4. New partnership with Spanish Banco Sabadell 	<ul style="list-style-type: none"> 1. Persistently low interest rates result in lower returns on assets 2. Growing competition from large US asset management companies

PESTLE Analysis :

The PESTLE Analysis for Amundi is given below:

Political	Economical
1.Growth of savings in emerging markets of China and India 2.Brexit transition period is a source of uncertainty	1.Expansionary economic policies pumped liquidity into the markets
Social	Technological
1.Rise of passive investing 2.More investors want to invest in ESG compliant assets	1. Pandemic led to digital revolution in the asset management sector
Legal	Environmental
1.Complying with European SDFR regulations 2.Increase in regulations after 2008 financial crisis	1.Joint-venture partnership with CDP 2.New equities index fund aligned with Paris Agreement

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The complete report for **Amundi** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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