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AJ BELL SWOT & PESTLE ANALYSIS

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Company Name : AJ Bell

Company Sector : Banking and Financial Services

Operating Geography : United Kingdom, Europe, Global

About the Company : AJ Bell is a public limited corporation that offers brokerage and online investment platforms. Andy Bell and Nicholas Littlefair founded the company in Manchester in 1995. AJ Bell Investcentre, AJ Bell Youinvest, AJ Bell Investments, AJ Bell Media, AJ Bell Securities, and AJ Bell Platinum are some of the company's offerings. AJ Bell Investcentre offers a range of online tools to help regulated financial advisers and wealth managers manage the portfolios of their retail clients. Self-invested personal pensions (SIPPs), retirement investment accounts (RIAs), stocks and shares Individual Savings Accounts (ISAs), lifetime ISAs, General Investment Accounts (GIAs), junior SIPPs and junior ISAs are all available through AJ Bell Investcentre. AJ Bell Youinvest is a retail investment platform that sells directly to consumers (D2C). The AJ Bell Platinum SIPP and AJ Bell Platinum SSAS are two investment options offered by AJ Bell Platinum. AJ Bell Platinum SSAS allows the customers to keep control of their pension arrangements while remaining flexible and tax-efficient. Launching in 2022, Touch by AJ Bell is a streamlined, app-based investment platform, offering advisers a digital service model that will expand the range of clients they can cater for. AJ Bell's new service, Dodl, will compete with the market's lowest-cost investment platforms.

AJ Bell's USP lies in its being one of the UK's major investment platforms, with a listing on the London Stock Exchange and membership in the FTSE 250 Index. The mission statement of AJ Bell reads, "At AJ Bell our purpose is to help people invest, and we do this by following a set of guiding principles that define the company. These principles inform everything we do, creating a culture in which we strive to think like our customers, make investing easier and lead our markets".

Revenue :

Euro 126.7 million - FY ending 30th September 2020 (y-o-y growth 21%)

Euro 104.9 million - FY ending 30th September 2019

SWOT Analysis :

The SWOT Analysis for AJ Bell is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.User friendly digital investing platform 2.High customer retention rates 3.Disruption free services during COVID-19 pandemic 4.Business holds sufficient funds and is "materially debt free" 5.High level of employee engagement 	<ol style="list-style-type: none"> 1.Online platform often shows inaccurate portfolio data 2.Costlier than fixed fee brokers for larger portfolios 3.Frequent power outages and website crashes
Opportunities	Threats
<ol style="list-style-type: none"> 1.Increasing low-cost products like the Retirement Investment Account to attract more customers 2.Improving mobile platform to attract younger customers 3.Increase online customer services to reduce marginal costs and increase profits 	<ol style="list-style-type: none"> 1.High cost of meeting regulatory requirements 2.Highly volatile markets expose company to high risks 3.Increased frequency of cyber attacks

PESTLE Analysis :

The PESTLE Analysis for AJ Bell is given below:

Political	Economical
1.Brexit transition period is a source of uncertainty 2.New UK budget introduced prudent requirements for investment firms 3.UK government changed pension laws	1.Low interest rates increase consumer borrowing and investing 2.Capital market fluctuations increase risk exposure
Social	Technological
1.Attracting investments from ageing population by addressing their special needs. 2. People are shifting to online modes of investment	1. Investment in cloud-based technology improves scale of business
Legal	Environmental
1.FCA imposes strict regulations on investment firms	1.Need to engage in environmental investing 2.Achieved carbon neutral status in 2021

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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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