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# S&P TEST

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## ALPHABET (GOOGLE) SWOT & PESTLE ANALYSIS

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**Company Name :** Alphabet (Google)

**Company Sector :** Internet, Hardware and Software

**Operating Geography :** USA, North America, Global

**About the Company :**

Established in 1996 in America, Google Inc. is a leading multinational technology firm providing internet related products and services including online advertisement support, web search, software, hardware and cloud computing. In 2015, Google became a subsidiary of Alphabet Inc. Alphabet is a collection of businesses -- the biggest amongst them being Google. It also includes businesses consisting of Internet products like Access, Calico, CapitalG, GV, Nest, Verily, Waymo, and X. All non-Google businesses are collectively reported as "Other Bets." The Google piece includes offerings like Search, Ads, Commerce, Maps, YouTube, Google Cloud, Android, Chrome and Google Play, as well as its hardware initiatives. The Google segment runs advertising, sales of digital content, applications and cloud offerings, and sales of hardware products. The Other Bets piece is engaged in the sales of Internet and television services through Google Fiber, sales of Nest products and services, and licensing and research and development (R&D) services through Verily. This American multinational conglomerate, headquartered in Mountain View, California is ranked No. 11 on the Fortune 500 rankings for 2021 in terms of the largest United States corporations by total revenue. In March 2022, Google LLC announced that it has signed a definitive deal to acquire Mandiant, Inc., a pioneer in dynamic cyber security and response, for \$23.00 per share in an all-cash transaction worth roughly \$5.4 billion. Mandiant will join Google Cloud upon completion of the transaction.

Google's USP lies in being one of the world's most innovative technology companies that has deep understanding of the relation between users' and web content. Google's mission statement reads "Our mission is to organize the world's information and make it universally accessible and useful."

**Revenue :**

US\$ 257,637 million - FY ending 31st Dec 2021 (y-o-y growth 41%)

US\$ 182,527 million - FY ending 31st Dec 2020 (y-o-y growth 23%)

US\$ 161,857 million - FY ending 31st Dec 2019

## SWOT Analysis :

The SWOT Analysis for Alphabet (Google) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Market Leader in Search Engines</li> <li>2. Dominance in online advertisement services</li> <li>3. Android Mobile Operating System</li> <li>4. Strong command over machine learning</li> <li>5. Repository to huge amounts of data</li> <li>6. Company's strong brand recognition</li> </ul>	<ul style="list-style-type: none"> <li>1. Security and censorship concerns</li> <li>2. Overdependence on Ad revenues</li> <li>3. Sharp decline in the Ad revenue</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Investing in new innovations and R&amp;D projects</li> <li>2. Expanding market-share in cloud computing space</li> <li>3. Phenomenal acquisition prowess</li> <li>4. Shift to online, as well as the advent of the multi-device world</li> </ul>	<ul style="list-style-type: none"> <li>1. Intense Competition as technology is rapidly revolutionizing the world</li> <li>2. Dominance in online advertisement services</li> <li>3. Patent Infringements and Law suits</li> <li>4. Violation of Antitrust rules attracting penalties</li> <li>5. New and existing technologies bracing up to block ads</li> <li>6. Australia obliges to get paid for news</li> <li>7. Booming Industry for fake reviews has 'evaded detection'</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Alphabet (Google) is given below:

Political	Economical
<ol style="list-style-type: none"> <li>1. EU's undeclared trade war with Silicon Valley</li> <li>2. Politically backed regulations in the online search market</li> <li>3. Pressure to crackdown on political ads</li> </ol>	<ol style="list-style-type: none"> <li>1. Growth in emerging markets</li> <li>2. Impact of fluctuation in currency rates</li> </ol>
Social	Technological
<ol style="list-style-type: none"> <li>1. The continuing shift from offline to online</li> <li>2. Higher disposable income and increase in literacy leading to growth in internet usage</li> <li>3. Consumers increasingly using multiple devices for being connected</li> <li>4. Growing skepticism over technology's role in urban planning decisions</li> </ol>	<ol style="list-style-type: none"> <li>1. Increase in application of technologies such as machine learning</li> <li>2. Focus on excellence in digital customer experiences</li> <li>3. Leveraging technological innovation to solve problems</li> </ol>
Legal	Environmental
<ol style="list-style-type: none"> <li>1. Impact of new regulations such as GDPR</li> <li>2. Impact of increased regulatory scrutiny as well as changes in regulatory conditions</li> </ol>	<ol style="list-style-type: none"> <li>1. Increasing importance of sustainable business</li> <li>2. Incorporation of a climate-resilience strategy</li> </ol>

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