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COGNIZANT SWOT & PESTLE ANALYSIS

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Company Name : Cognizant

Company Sector : Information Technology, Business Consulting

Operating Geography : North America, United States, Global

About the Company : Cognizant Technology Solutions was founded in the United States in 1994 and provides IT, information security and BPO services. With its headquarters in New Jersey, it's headed by Francisco D'Souza as its CEO. It started serving Dun and Bradstreet only when it was founded but later went on to serve external clients from 1996 onwards. It even became a Fortune 500 company in 2011.

Revenue :

US \$14.81 billion (FY ending 31st December, 2017) – year-on-year growth of 9.8%

US \$13.48 billion (FY ending 31st December, 2016)

SWOT Analysis :

The SWOT Analysis for Cognizant is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.International exposure 2.Less debt 3.Strong growth of services sector 	<ul style="list-style-type: none"> 1.Limited off shore sites 2.Less presence in emerging markets 3.Small business units and brand portfolio
Opportunities	Threats
<ul style="list-style-type: none"> 1.Chasing potential markets 2.Consolidation 3.Take government projects 	<ul style="list-style-type: none"> 1.Increasing competition 2.Tough business environment 3.Decreasing profitability

PESTLE Analysis :

The PESTLE Analysis for Cognizant is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Impact of Brexit in UK and European market 2.Implementation of stringent visa policies by various governments 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Impact of Delocalization in cost of employees 2.Advantage of Special Economic Zones
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Growing trend of digitalization in the market 2.Strong employee culture with emphasis on training and diversity 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Platforms and products to be the future growth drivers 2.Impact of automation
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Strong ethics and legal culture within the organization 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Sustainability initiatives and Green IT infrastructure

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