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## KELLY SERVICES INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Kelly Services Inc.

**Company Sector :** Office Staffing

**Operating Geography :** United States, North America, Global

**About the Company :**

Kelly Services Inc. is an American office with its headquarters in Troy, Michigan. The business was established by William Russell Kelly in 1946. It provides temporary employees with general office skills, experience in accounting, engineering, and information technology, as well as the capacity to work in a variety of manufacturing and distribution positions. It serves a wide range of markets. In addition, Kelly Assisted Living Services offers in-home care for individuals who are incapable of living on their own due to physical limitations. Professionals with experience in biology, chemistry, geology, biochemistry, and physics are accessible from Kelly Scientific Resources, while paralegals and attorneys are obtainable through Wallace Law Registry for short- or long-term tasks. It collaborates with both local and international businesses, and it has a strong, international talent and supply network. In May 2022, Kelly Services was in discussion to transfer its Russian business to a local provider, in view of exiting from Russia due to the Ukraine conflict.

Kelly Services' USP is that it is one of the biggest and oldest staffing assistance businesses in the country. The mission statement of the company reads, "To be the most creative, insightful, and agile talent company, committed to uniting vital talent with great organizations where, together, we thrive".

**Revenue :**

US\$ 4,909.7 million - FY ending 2nd January 2022 (y-o-y growth -3%)

US\$ 4,516 million - FY ending 3rd January 2021

## SWOT Analysis :

The SWOT Analysis for Kelly Services Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Highly refined focus in office staffing</li> <li>2.Leader in office staffing services industry</li> <li>3.Robust partnerships in Asia pacific</li> <li>4.Stability in firm due to independence of management</li> </ul>	<ul style="list-style-type: none"> <li>1.Lawsuits against unfair employee treatment</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Increased demand for K-12 teaching staff during Covid</li> <li>2.Upskill staff for new jobs created by technology</li> <li>3.Increased demand of jobs in ICT sector</li> <li>4.Institutionalizing a robust pipeline of high growth opportunities</li> </ul>	<ul style="list-style-type: none"> <li>1.Vertical integration by clients</li> <li>2.Competition from specialized local staffing services</li> <li>3.Frequent social engineering attacks for employee data</li> <li>4.Purely online services are emerging to be highly competitive</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Kelly Services Inc. is given below:

Political	Economical
1.US infrastructure proposal will create numerous jobs	1.Economic downturn led to a firing of temporary employees 2.Job seekers wait for better jobs due to unemployment insurance 3.US agencies preferring temporary employees
Social	Technological
1.Tendency to work as a gig worker instead of traditional employee	1.AI and automation may reduce the need for human workforce 2.Chatbots to be used for better services to staff
Legal	Environmental
1.Abiding by increased data privacy regulations becoming challenging 2.Tax penalties make outsourcing of jobs difficult	1.Jobs to shift with advent of climate change control measures

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**[support@swotandpestle.com](mailto:support@swotandpestle.com)**