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## MERCER SWOT & PESTLE ANALYSIS

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**Company Name :** Mercer

**Company Sector :** Consulting, Health Insurance, Investment and Talent Consulting

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

**About the Company :**

Mercer is an American asset management company with its operations in more than 130 countries and headquarters in New York City. In 1945, Canadian businessman William Manson Mercer established Mercer, Limited in Vancouver. In 1959, Marsh McLennan purchased it and integrated it into their employee benefits division. Currently Mercer is a subsidiary of Marsh McLennan. It provides guidance and technological solutions to assist businesses in creating their risk management strategy and addressing the demands of their workforce in terms of health, wealth, and careers. The health division of Mercer assists both public and private businesses in developing and overseeing employee healthcare programmes. The company's wealth division provides assistance in creating defined benefit, defined contribution, and hybrid retirement plans. Its offerings to pension plan sponsors and trustees, foundations, master trusts, endowments, insurers, wealth management firms, and other financial intermediary businesses include investment advice, retirement plan outsourcing, and related services. Its career business aids companies in motivating, overseeing, and rewarding their workforce. In July 2022, the company partnered with the Ministry of Higher Education, Science, Research and Innovation (MHESI) in Thailand to assist the Thai government in identifying emerging skills needs and creating a talent pipeline for the future of the nation.

Mercer's USP lies in its being industry leader in consulting for personnel, health, retirement, and investments. The mission statement of the company reads, "To teach, to learn, to create, to discover, to inspire, to empower and to serve".

**Revenue :**

\$ 5,254 million - FY ending 31st December 2021 (y-o-y growth 6.61%)

\$ 4,928 million - FY ending 31st December 2020

**SWOT Analysis :**

The SWOT Analysis for Mercer is given below:

Strengths	Weaknesses
<p>1.Clients include majority of the company in FTSE 100 and Fortune 1000.</p> <p>2.Generated 26% of the total revenue for the parent company MarshMcLennan in 202</p>	<p>1.</p> <p>3.Serving clients in across 130+ countries.</p> <p>4.Growth in the assets under management from \$357 billion to \$388 billion in 202</p>
Opportunities	Threats
<p>1.</p> <p>5.Diverse consulting services provided in important sectors like health, wealth and careers.</p> <p>6.Technology driven consulting solutions provided through digital tools.</p>	<p>1.The primary revenue of health insurance consulting is based on commissions.</p> <p>2.Low bargaining power due to the presence of many delegated global and local competitors.</p> <p>3.Slower revenue growth over the past decade.</p> <p>4.The debt outstanding of the parent company is around \$11 billion which can affect the financial flexibility of Mercer.</p> <p>5.Investment Business is dependent on third party asset managers, which is out of the control of Mercer and can lead to loss of client's money.</p>

## PESTLE Analysis :

The PESTLE Analysis for Mercer is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.The impact of UK's exit from EU under Brexit on financial institution is still unresolved.</li> <li>2.The Ukraine-Russia war is leading to exit of many businesses from Russia.</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Inflation is at an all-time high in major economies.</li> <li>2.Supply chain crisis is raising raw material prices for major industries and companies are cutting costs.</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Clients are looking for tailor-made solutions.</li> <li>2.There is a gap in the perception of the client regarding the quality of work consultants do and the value they add.</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Various corporations in different industries are implementing digital transformation at workplace.</li> <li>2.The global market for cloud platforms is set to double by 2026.</li> <li>3.Management consulting firms are leveraging digital technologies to stay profitable and relevant.</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Stringent data protection acts are being implemented by governments to protect client's data at workplace.</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Investors are adopting responsible investing strategy in terms of ESG.</li> <li>2.Climate change poses a great risk for investors.</li> </ol>

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