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ST. JAMES'S PLACE PLC SWOT & PESTLE ANALYSIS

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Company Name : St. James's Place plc

Company Sector : Financial Services

Operating Geography : United Kingdom, Europe, Global

About the Company :

St. James's Place Plc (branded as St. James's Place Wealth Management) is a British multinational wealth management firm headquartered in Cirencester, England. It is a constituent of the FTSE 100 Index and is traded on the London Stock Exchange. In 1991, Mike Wilson CBE, Sir Mark Weinberg, and Lord Rothschild established J Rothschild Assurance Group which was later renamed St. James's Place plc. The services of the company include financial, investment, and tax planning that is individually tailored to a client's lifestyle goals and stage of life. It also offers its own set of financial products, which are meant to control risk and deliver consistent returns over the medium to long term. It advises clients on a wide range of wealth management needs and goals, from pensions and protection to more specialized matters including Inheritance Tax, retirement planning, and income and growth investment. The firm's clients consist of Individuals, families, and business owners of all ages, from the affluent and high-net-worth markets in the United Kingdom and Asia. In 2020 the company was awarded the 'Wealth Management Company of the Year' by the City of London Wealth Management Awards. The company has over 2,600 employees on its rolls as of early 2022.

St. James's Place Plc's Unique Selling Point or USP lies in it being the UK's largest wealth management firm, with partners who are among the country's top financial specialists. St. James's Place Plc's mission statement reads, "St. James's Place aims to be the most professional and trusted wealth management adviser. In the increasingly complex financial environment we believe high quality, face-to-face advice is important for everyone".

Revenue :

£18.2 billion - FY ending 31st December 2021

SWOT Analysis :

The SWOT Analysis for St. James's Place plc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Sustainable fee-based income model that can generate profits 2.Large client base and funds under management 3.Large partnership-based business model that may help the company grow 4.Diversified products and services are offered by the company 5.Increasing number of advisers and funds under management for the last five years 	<ul style="list-style-type: none"> 1.Outsourcing of certain parts of the business may prove harmful for the company
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increasing demand for financial advice in UK market 2.Increasing disposable income of UK citizens 3.Expanding operations to other nations 	<ul style="list-style-type: none"> 1.Competition rising due to adoption of fin-tech in wealth management industry 2.Potential risk from cyberattacks disrupting the operations of the company 3.Adverse impact of COVID on the business

PESTLE Analysis :

The PESTLE Analysis for St. James's Place plc is given below:

<p style="text-align: center;">Political</p> <p>1.Impact of Brexit on wealth management industry</p>	<p style="text-align: center;">Economical</p> <p>1.Impact of COVID 19 on wealth management companies</p> <p>2.Increasing per capita income and disposable income may increase demand for financial services</p>
<p style="text-align: center;">Social</p> <p>1.Pensions and intergenerational wealth transfer may change the dynamics on investing</p> <p>2.Decline in population of financial advisors</p>	<p style="text-align: center;">Technological</p> <p>1.Shifting client behaviour towards need for digital advisors</p> <p>2.Fintech companies flooding into the banking sector increasing competition</p>
<p style="text-align: center;">Legal</p> <p>1.Insurance and reinsurance laws need to be followed in UK</p> <p>2.User data privacy laws (UK GDPR and DPA) have to be adhered</p>	<p style="text-align: center;">Environmental</p> <p>1.Rising trends towards ESG investing methodology</p>

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