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MARSH & MCLENNAN COMPANIES INC. (MMC) SWOT & PESTLE ANALYSIS

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Company Name : Marsh & McLennan Companies Inc. (MMC)

Company Sector : Insurance

Operating Geography : United States, North America, Global

About the Company :

Marsh & McLennan Companies Inc (MMC) is a global professional services firm. MMC offers insurance broking and risk advisory through the company Marsh. The firm is headquartered in New York, US. The company was founded by Henry W. Marsh and the Donald R. McLennan in the year 1871. It conducts business in the Consulting segment through Mercer and Oliver Wyman Group. Mercer is a global consulting firm in talent, health, retirement, and investments. Oliver Wyman specializes in strategy, operations, risk management, and organizations transformation. Marsh & McLennan companies Inc, established in 1871, offers advice and solutions in the areas of strategy, risk, and human capital. The group also offers management consulting, economic analysis and advice, brand strategy and provides consulting services to individuals, as well as to business organizations and government entities. The firm has more than 80,000 employees based all over the world. Steinberg & Associates, Inc., a renowned independent firm with headquarters in Spartanburg, South Carolina, was purchased by MMA in September 2022. Their knowledge will broaden and improve the company's personalized client service strategy in the area.

Marsh McLennan's USP or unique selling proposition is that it is the world's leading risk insurance firm which operates in more than 100 countries. Marsh McLennan mission statement reads "We create peace of mind by passionately delivering exceptional employee benefits and risk management solutions".

Revenue :

\$ 19,820 million - FY ending 31st December 2021 (y-o-y growth 15%)

\$ 17,224 million - FY ending 31st December 2020



SWOT Analysis :

The SWOT Analysis for Marsh & McLennan Companies Inc. (MMC) is given below:

Strengths	Weaknesses
1.Leading professional services firm in risk,	1.Poor implementation of improvements in
strategy, and people worldwide	technology slows down their growth
2.Vast network across a broad range of	2.Major reliance on third party providers
industries and businesses	3.Subject to employee/investor activism for
3.Acts as an advisor to approx. 95% of Fortune	involvement in controversial projects
1000 companies	
4.Stable revenue growth over past many	
appropriative vege	
consecutive years	
Opportunities	Threats
	Threats 1.System breaches of the company can harm
Opportunities	
Opportunities 1.Uncertainties like pandemic, wars etc. breeds	1.System breaches of the company can harm
Opportunities 1.Uncertainties like pandemic, wars etc. breeds opportunity for the company	1.System breaches of the company can harm their market reputation
Opportunities 1.Uncertainties like pandemic, wars etc. breeds opportunity for the company 2.Enhancing digital sales and support solutions	1.System breaches of the company can harmtheir market reputation2.Subject to costs, rules and regulations related
Opportunities 1.Uncertainties like pandemic, wars etc. breeds opportunity for the company 2.Enhancing digital sales and support solutions through CCaas and AI to address new customer	1.System breaches of the company can harm their market reputation2.Subject to costs, rules and regulations related to failure, foreign laws etc. could negatively



PESTLE Analysis :

The PESTLE Analysis for Marsh & McLennan Companies Inc. (MMC) is given below:

Political	Economical
1.Ukraine invasion adversely affected many	1.Covid-19 evolved insurance and risk
businesses which led to increase in demand	management implications worldwide
for insurance companies	
2.Uncertainty regarding Brexit and European	
Union Court of Justice's \"Schrems II\" decision	
may disrupt insurance plans and products	
Social	Technological
1.Aging population increases the demand for	1.With technology innovation comes the great
health insurance	risk of cyberthreat and even greater need for
2.Increasing use of digital platforms in the	insurance and protection
wake of increasing digitalisation due to	2.Implementation of AI driven analytics for
COVID-19	property risks
Legal	Environmental
1.Subject to lawsuits related to securities-fraud	1.Driving sustainable productivity while
2.Insurance companies usually get sued for	reducing plant footprints
claims like deceiving clients and denying	2.Moulding strategies with the aim of net-zero
coverages etc.	across its operations
	3.Insurers serve as climate risk managers for
	society

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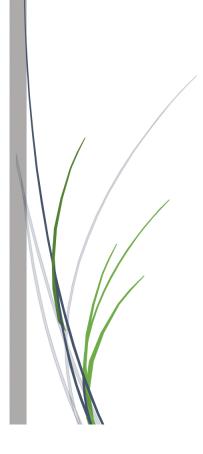


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