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BUMBLE SWOT & PESTLE ANALYSIS

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Company Name : Bumble

Company Sector : Online Dating, Social-Media

Operating Geography : United States, North America, Global

About the Company :

Headquartered in Austin, Texas, United States, Bumble is an online dating application where the profile of matches is displayed to users. Bumble Inc. is a parent company of Badoo, Fruitz and Bumble. In this application the users can “swipe right” to indicate interest or can “swipe left” to reject a candidate. Only female users can make the first contact with the male users in case of heterosexual matches, while in same sex matches either one can send the request to the other interested candidate. Founded by Whitney Wolfe Herd it has more than 100 million users in 150 countries. Bumble has a partnership with Spotify which allows users to connect to Spotify account to show their music interest. The company also launched a career networking app named Bumble Bizz. Bumble Mag is a lifestyle magazine launched by Bumble along with the acquisition of Fruitz a French owned dating app. In 2022 Bumble has introduced a new look for their dating profiles, where one is able to see the candidate biodata and interest right from the beginning. In 2022 it was found to be one of The Best Dating App for Women. As of early 2022 more than 900 people are employed with Bumble. The awards and accolades which Bumble received are: Best Company Compensation Award, Best Company Outlook Award, German Brand Award and Bumble Innovation Group Award.

Bumble’s vision statement is “We’re envisioning a world free of misogyny, where all relationships are equal.” The Unique Selling Point or USP of Bumble lies in being the first female-centric dating app, where women always make the first move. This strategy has certainly won the hearts of female users which reduces their chances of getting spammed. It prioritizes kindness and respect, providing a safe online community for users to build healthy and equitable relationships.

Revenue :

\$ 765.7 million - FY ending 31st Jan 2022 (y-o-y growth 31.5%)

\$ 582.2 million - FY ending 31st Jan 2021

SWOT Analysis :

The SWOT Analysis for Bumble is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Consistent increase in paid user base 2.Platform differentiated by technological capabilities 3.Female empowerment strategy driving growth 	<ul style="list-style-type: none"> 1.Dependence on third-party publishers 2.Rapid growth but limited operating experience at current scale of operations. 3.Risks associated with being a mission-based company 4.Continuously increasing cost of operations 5.Obfuscation of its monthly active user base post-IPO
Opportunities	Threats
<ul style="list-style-type: none"> 1.Exploring new markets through partnerships 	<ul style="list-style-type: none"> 1.Competitive nature of the industry it operates in. 2.Changes in regulations of Apple App store or Google play store. 3.Not being able to maintain value and reputation of their existing brands. 4.Inappropriate actions by users may hamper brand reputation. 5.Spam and fake accounts may deter people from using their platforms. 6.Possible security breach and unauthorized access to personal user data.

PESTLE Analysis :

The PESTLE Analysis for Bumble is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Ongoing Russia-Ukraine conflict and the company's decisions surrounding it. 2. United Kingdom's withdrawal from the European Union (Brexit). 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Impact of foreign currency fluctuations on revenue 2. Macroeconomic threats and possibility of an impending recession
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Rising instances of online dating burnout among people 2. Online dating reducing financial cost of arranging a date and wasted encounters 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Rising cases of frauds in online transactions. 2. Security concerns over cloud-based platforms.
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Expensive and time-consuming intellectual property related litigations and proceedings. 2. Changes in U.S. and international laws and regulation. 3. Rapidly evolving privacy and data protection laws. 4. Tax related risks in multiple jurisdictions. 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Environmental responsibility and focus by technology firms

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