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GENERALI GROUP SWOT & PESTLE ANALYSIS

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Company Name : Generali Group

Company Sector : Banking and Financial Services (BFSI)

Operating Geography : Europe, Italy, Global

About the Company : Generali Group, founded in 1831, is a Italian multinational company, specializing in banking and financial services. The company is headquartered in Trieste, Italy and has over 76,191 employees globally. It has been featured on the Fortune Global 500 list of companies and MITs worldwide "Smartest Companies".

Revenue :\$97.11 billion – 2016

SWOT Analysis :

The SWOT Analysis for Generali Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Known for knowledgeable investment management 2.Good worldwide reputation 3.Involved in aggressive marketing 4.International presence and worldwide reputation 5.Vast range of portfolio 	<ul style="list-style-type: none"> 1.Lack of insurance awareness and financial literacy 2.Poor image when payment of dues is concerned 3.Lack of proper marketing activity
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growing rural market 2.Increasing income level of population 3. Growing overall world population 4. Increase in FDI limit in India in insurance sector 	<ul style="list-style-type: none"> 1.Stringent economic measures world over 2.Entry of New NBFCs in insurance and banking sector 3.Highly competitive environment 4. Bureaucracy, legal framework and financial infrastructure worsen the insurance environment

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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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