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PITNEY BOWES SWOT & PESTLE ANALYSIS

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Company Name : Pitney Bowes

Company Sector : Information Technology

Operating Geography : North America, United States, Global

About the Company :

Pitney Bowes is a global technology company offering innovative products and solutions that enable commerce in the areas of customer information management, location intelligence, customer engagement, shipping and mailing, and global e commerce. Pitney Bowes has 11,000 employees as of early 2020. The company is headquartered in Stamford, Connecticut, USA.

Its core value statement states, “We do the right thing, the right way,”

Revenue :

US \$3,205 million – FY ending Dec 31st, 2019 (y-o-y growth of -0.2%)

US \$3,211 million – FY ending Dec 31st, 2018

SWOT Analysis :

The SWOT Analysis for Pitney Bowes is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Access to customer base 2.Presence in both physical and digital landscape for mailing business 3.Software as a product offering 4.Synergies within the product lines 	<ul style="list-style-type: none"> 1.Major dependency on United States for revenue 2.Large dependence for revenues from physical mail deliveries
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expansion into Internet of Things (IOT) 2.Leverage Geo-location suite of services to auto sector where self-driving cars are the future 3.Expansion of services into developing countries like India 	<ul style="list-style-type: none"> 1.Postal Regulation changes 2.Declining physical mail volumes 3.Highly competitive market segments of operation 4.Threat from existing technology players in new business areas

PESTLE Analysis :

The PESTLE Analysis for Pitney Bowes is given below:

Political	Economical
1.Engagement in public policy issues and political contributions disclosure	1.Overhauling of work visa program by Trump administration 2.Volatile currency movements
Social	Technological
1.Social technologies for employee collaboration	1.Innovation in cloud and analytics to enhance service offerings 2.Technology enhancement through inorganic route
Legal	Environmental
1.Upcoming data regulations opening up new opportunities	1.Sustainable packaging and waste management initiatives

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