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BNP PARIBAS SWOT & PESTLE ANALYSIS

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Company Name : BNP Paribas

Company Sector : Banking and Financial Services (BFSI)

Operating Geography : United Kingdom, Europe, Global

About the Company :

BNP Paribas is the largest banking and financial services firm in Europe operating in around 75 countries across the world with four domestic markets – France, Italy, Belgium, Luxembourg. It was formed in 1966 with the merger of BNCI and CNEP. BNP Paribas has employee strength close to 1.9 lakhs globally. Commercial, Personal Banking & Services (CPBS), Investment & Protection Services (IPS), and Corporate & Institutional Banking are the bank's three main business divisions (CIB). BNP Paribas has been recognised by the 2021 Euromoney Global Awards for its innovation in sustainable finance. BNP Paribas completed the acquisition of FLOA as of February 2022. This collaboration is fully in line with the Group's ambitious plans to accelerate in this expanding industry and will allow BNP Paribas to expand its portfolio of cutting-edge payment and credit solutions to offer a comprehensive offer to its customers in Europe.

The USP or unique selling proposition of BNP Paribas lies in it being Europe's second largest banking group. The mission of BNP is, "to contribute to responsible and sustainable economy by financing and advising its clients according to the highest ethical standards."

Revenue :

£8,412 million – FY ending 31st December 2021

£7,893 million – FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for BNP Paribas is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Huge and strong global presence 2.Leading retail & private bank in Belgium 3.Continued focus on making BNP a sustainable bank 4.Highly diversified service offering 5.Strong and consistent financial results 	<ol style="list-style-type: none"> 1.Banking sector is highly susceptible to frauds
Opportunities	Threats
<ol style="list-style-type: none"> 1.Alliances leading to growth of the bank 2.Shift to digital banking due to the growing demand 3.Stepping into crypto custody services 	<ol style="list-style-type: none"> 1.Uncertainty with global economy 2.Rising inflation is a threat to monetary policies 3.Rising threats of cyber-security amid Russia-Ukraine war

PESTLE Analysis :

The PESTLE Analysis for BNP Paribas is given below:

Political	Economical
1.Impact of Brexit on businesses	1.Inflation spiralling globally is a major threat 2.Concern over high interest rates 3.Increase in investment in household activities
Social	Technological
1.Greater involvement of women in banking sector	1.Faster growth of mobile banking 2.Employment of technologies in banking sector 3.Threat from malwares and cyber-crimes
Legal	Environmental
1. Involvement in lawsuit may affect reputation	1.Initiatives to reduce carbon footprints 2.Support sustainable and green technologies

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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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