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CHICAGO BOARD OF OPTIONS EXCHANGE (CBOE) SWOT & PESTLE ANALYSIS

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Company Name : Chicago Board of Options Exchange (CBOE)

Company Sector : Options Exchange

Operating Geography : US, North America, Global

About the Company :

Founded in 1973 by the Chicago Board of Trade, the Chicago Board of Options Exchange (CBOE) is one of the largest U.S. Options Exchange with a tremendous trading volume of 1.27 billion dollars annually. It is located at 433, West Van Buren Street, Chicago, and offers options on more than 2200 companies, 22 stock indices and 140 exchange traded funds. They are a leader in providing products for marketing systems and exchangeable commodities, and supply state-of-the-art trading and investing options to all the investors around the globe. They provide trading services in various asset sections, which may include equities, derivatives, digital assets and FX, across the continents of North America, Europe and Asia. They have a history of providing innovative products, some of which include equity options, index options, Cboe Volatile Index or VIX, VIX futures and corporate index bond features. They have also acquired many marketplaces such as the first listed options marketplace, the first electronics communication network for the foreign exchange market. As of 2022, they have a net worth of 1476 million US dollars and more than 1000 employees.

The USP of CBOE is that they are able to push the exchange marketplace to newer heights through innovative products and cutting-edge technology in trading services. The mission of Chicago Board of Exchange states that “Meeting the needs of our customers, our mission is to expand our ecosystem of market infrastructure and tradable products into one of the world’s largest and most comprehensive global derivatives and securities networks.”

Revenue :

Euro 124.3 million - FY ending 31st March 2021 (y-o-y growth 14.03%)

Euro 109.0 million - FY ending 31st March 2020

SWOT Analysis :

The SWOT Analysis for Chicago Board of Options Exchange (CBOE) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong financial growth and cash flows 2.Leading provider of market infrastructure and tradable products 3.Offers highly diversified business segments 4.Long-term business relationships with several providers of market indices 5.Customer base is widespread across segments 	<ul style="list-style-type: none"> 1.Decrease in cost of sales may affect company's future 2.High dependency on revenues from transaction and clearing-based business. 3.High dependency on third-party service providers
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increase in demand as well as extension of expirations and trading hours for proprietary products 2.Growing by accessing untapped addressable markets 3.Strategic acquisitions to strengthen its position in industries 	<ul style="list-style-type: none"> 1.Cyber threat hampering overall security of the stock exchange. 2.The organisation may find it challenging to attract personnel with the appropriate skill set due to a shortage of competent labour in the market. 3.The company's position is being challenged by competitors

PESTLE Analysis :

The PESTLE Analysis for Chicago Board of Options Exchange (CBOE) is given below:

<p style="text-align: center;">Political</p> <p>1.International trade relations hampered as a result of political unrest severely hurting CBOE.</p> <p>2.Russia-Ukraine war is negatively impacting world markets, driving up the cost of all commodities and interfering with the operation of stock exchanges</p>	<p style="text-align: center;">Economical</p> <p>1.The securities industry is characterized by intense price competition</p>
<p style="text-align: center;">Social</p> <p>1.Growing trends of trading in NFTs and cryptocurrency</p>	<p style="text-align: center;">Technological</p> <p>1.Distributing 3rd party data across the CBOE network strategically and quickly</p> <p>2.Transforming data and analytics infrastructure into a modern cloud architecture</p> <p>3.Data intensity and sophistication of trading strategies driving customer demand</p>
<p style="text-align: center;">Legal</p> <p>1.Options exchange industry is highly regulated</p> <p>2.Involvement in lawsuits highly impact businesses</p>	<p style="text-align: center;">Environmental</p> <p>1.COP27 can act as one major hurdle for companies to achieve ESG targets.</p> <p>2.Engaging with partners and industry on ESG</p>

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Client Support:
support@swotandpestle.com