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BERTELSMANN SWOT & PESTLE ANALYSIS

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Company Name : Bertelsmann

Company Sector : Media & Entertainment

Operating Geography : Europe, Germany, Global

About the Company : Bertelsmann is an international media services and education company that was founded in 1835 and has operations in 50 countries, with 117,000 employees. It is one of the biggest mass media companies in the globe, with revenues of 17.1 billion in 2017. It is headquartered in Gütersloh, Germany.

Revenue :

17,190 million – FY ended Dec 31, 2018 (year-on-year growth of 1.7%)

16,950million– FY ended Dec 31, 2017

SWOT Analysis :

The SWOT Analysis for Bertelsmann is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Diversified product portfolio 2.Leading Market positions 3.Global operations 4.Corporate culture 5.Digital growth 	<ul style="list-style-type: none"> 1. Exposure to the European market
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growing economies 2. Increase in Income levels 3.Leveraging mergers & acquisitions 	<ul style="list-style-type: none"> 1.Intense competition 2.Increase in cost of paper 3.Fall in e-book industry

PESTLE Analysis :

The PESTLE Analysis for Bertelsmann is given below:

Political	Economical
1.Impact of Brexit on business	1.Subdued growth expectations in EU
Social	Technological
1.Increasing adoption of online and skill-based training	1.Digitization of content and distribution channels 2.Collaborations for innovation initiatives
Legal	Environmental
1.Regulatory restrictions in major markets 2.Implications of General Data Protection Regulation (GDPR)	1.Focus on environmentally sustainable business practices

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