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BNY MELLON SWOT & PESTLE ANALYSIS

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Company Name : BNY Mellon

Company Sector : Banking and Financial Services

Operating Geography : United States, North America, Global

About the Company :

BNY Mellon was founded in 1784 as Bank of New York by Alexander Hamilton and became the first company to trade on the NYSE. The present-day company was formed in 2007 as a result of the merger of The Bank of New York and Mellon Financial Corporation is the largest custodian bank. As of March 2021, BNY Mellon had \$41.7 trillion in assets under custody and/or administration, and \$2.2 trillion in assets under management. It is into corporate banking, investment banking, global wealth management, financial analysis, private equity. The company is headquartered in Manhattan, New York, United States and has over 48,500 employees globally as of 2021. In April 2022, Aon plc and The Bank of New York Mellon Corporation announced a multifaceted data and digital collaboration that will leverage the power and unique capabilities of both organisations to create new solutions to meet evolving client needs. Aon and BNY Mellon will collaborate to support clients' global Environmental, Social, and Governance (ESG) needs, leveraging both firms' collective ESG data and analytics capabilities and unique data sets.

The USP of BNY Mellon is that it has been named one of the most admired companies in the world. BNY Mellon mission statement reads, “We seek out who is missing and help everyone feel included. We invest in each other's success. We take the risks necessary to lead. We grow and move on from failures.”

Revenue :

US \$ 15,808 million - FY ended 31st December 2020 (yoy growth -4%)

US \$ 16,462 million - FY ended 31st December 2019

SWOT Analysis :

The SWOT Analysis for BNY Mellon is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Strong global presence 2.Clear, focused, and financially attractive business model 3.Expertise throughout the investment lifecycle 4.Organic growth across major business segments 5.Enjoys strong asset leverage 6.Technology investments helping BNY Mellon differentiate in the marketplace 7.Focused on quality and efficiency 8.Best bank for financial institutions and best private bank for new customer segments 	<ol style="list-style-type: none"> 1.Dependency on major clients 2.Weak macroeconomic outlook due to COVID-19
Opportunities	Threats
<ol style="list-style-type: none"> 1.Product and service expansion 2.Expanding sponsorship portfolio 3.Navigating a shifting landscape to deliver value to clients 	<ol style="list-style-type: none"> 1.Stiff challenges and market competition 2.Impact of trade war on financial markets 3.Uncertainty and impact of Brexit

PESTLE Analysis :

The PESTLE Analysis for BNY Mellon is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Corporate influence over public policy in USA 2. Impact of Brexit on operations 3. Geopolitical tensions and uncertainty around United States global role 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Growth in emerging economies to benefit BNY 2. Increasing financial leverage in the US and globally 3. COVID-19 pandemic may disrupt business
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Social media networking for promotions 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Leveraging usage of blockchain technology in Investment Banking 2. Artificial intelligence and data strategy to drive transformation
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Data privacy laws and related risks 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Initiatives and solutions for low carbon economy

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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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