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# S&P TEST

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## ENDA VA SWOT & PESTLE ANALYSIS

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**Company Name :** Endava

**Company Sector :** Software Solutions

**Operating Geography :** United Kingdom, Europe, Global

**About the Company :**

With its headquarters in London, United Kingdom, Endava plc is a British publicly traded software development firm. It offers consultancy for digital transformation, services for agile software development, and numerous automation solutions. The Endava Group was created by the official merger of Concise, founded in London in 2000, and Compudava, founded in Chişinău, Moldova. The Company engages with its clients, integrating with their teams, fostering creativity, and providing solutions while utilizing distributed enterprise agile at scale. The business provides services to clients in the payment, financial services, retail, consumer products, logistics, healthcare, technology, media, and telecom (TMT) sectors. These services are provided through four key areas: define, design, build, and run and evolve. The business also offers automation, agile transformation, and digital evolution solutions. The Company engages with its clients, integrating with their teams, fostering creativity, and providing solutions while utilizing distributed enterprise agile at scale. A combination of product and technology strategies, intelligent experiences, and engineering is provided by the company's agile, multidisciplinary teams through the use of technologies. As of early 2023, Endava employed over 10,000 people.

Endava's USP lies in its being a global provider of digital transformation and agile development. The mission statement of Endava Plc. reads, "We exist to create an environment and a culture that breeds success by caring for our customers as individuals and enabling our people to be the best that they can be".

**Revenue :**

£ 654.8 million - FY ending 30th June 2022 (y-o-y growth 46.7%)

£ 446.3 million - FY ending 30th June 2021

## SWOT Analysis :

The SWOT Analysis for Endava is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Leveraging 'TEAM Enterprise Agile Scaling' proprietary framework</li> <li>2.Robust improvement in all financial KPIs.</li> <li>3.Several successful partnerships and acquisitions</li> </ul>	<ul style="list-style-type: none"> <li>1.Lack of long-term contracts on part of clients.</li> <li>2.Revenue is dependent on a limited number of industry verticals.</li> <li>3.Revenue largely dependent on a few large clients.</li> <li>4.Long selling and implementation cycle with respect to certain projects.</li> <li>5.Dependence on third-party software, hardware, and SaaS.</li> <li>6.Large fixed costs related to lease facilities.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Expansion into new regions</li> <li>2.Increased momentum in digital acceleration.</li> <li>3.Untapped opportunities in financial services, technology, media and telecommunications verticals.</li> <li>4.Pursue focused \"tuck-in\" acquisitions</li> </ul>	<ul style="list-style-type: none"> <li>1.Rapidly evolving nature of the IT industry.</li> <li>2.The company is subject several legal and regulatory standards.</li> <li>3.A threat of ransomware for the IT industry.</li> <li>4.Threat associated with fluctuating currency exchange rates.</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Endava is given below:

Political	Economical
1.Political instabilities in emerging markets 2.Impact of Russia Ukraine war on business	1.Record inflation levels and an economic slowdown.
Social	Technological
1.High attrition levels faced by the IT industry 2.Innovation for addressing accessibility in financial inclusion	1. Constant technological innovations are the norm in the IT industry, and the group needs to keep up with it.  2. Concerns over cyber security due to rising work from home.  3. Increasing momentum in digital acceleration after the pandemic.
Legal	Environmental
1.The companies in software services sector have to face stringent regulatory, and legislative.	1.Regulations related to CHG emissions.

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