
S&P TEST

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SWISS RE SWOT & PESTLE ANALYSIS

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Company Name : Swiss Re

Company Sector : Banking & Financial Services

Operating Geography : Europe, Switzerland, Global

About the Company : Swiss Reinsurance, abbreviated as Swiss Re, is an over 150year old reinsurance company founded in the year 1863, headquartered in Zurich, Switzerland. Swiss Reinsurance is one of the largest reinsurance company consisting of three business units: Reinsurance, Corporate Solutions, and Swiss Re Life capital and employing more than 14485 employees as of 2018. The Swiss Re Group is a leading wholesale provider of reinsurance, insurance and other insurance-based forms of risk transfer. The company has its presence across the globe in 25 countries with a client-centric model which include insurance companies, corporations, the public sector institutions and policy holders. The company ranks 504 on Forbes list of Global 2000 in 2018.

Swiss Re's USP or unique selling proposition lies in being the world's leading wholesale provider of reinsurance, insurance and other insurance-based forms of risk transfer with over 150 years of experience in the risk transfer business. Swiss Re's mission reads "Together we apply fresh perspective, knowledge and capital to anticipate and manage risk. That's how we create smarter solutions for our clients, helping the world rebuild, renew and move forward." Swiss Re Group's vision statement reads "We make the world more resilient."

Revenue :

Net Income

USD \$331 million – FY ending 31st December 2017

USD \$3558 million – FY ending 31st December 2016

SWOT Analysis :

The SWOT Analysis for Swiss Re is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Consistent performance in financials and continual maintenance of shareholder value 2.Strong dominance in global reinsurance sector 3.Extending geographical diversification and global partnerships to broaden client base 4.Extensive research and development capabilities to develop innovative solutions and publish research papers 5.Sustainability leader in the Insurance industry with innovative solutions for environmental and social challenges 	<ul style="list-style-type: none"> 1.Declining trend in operating income and revenue 2.Paying more claims and costs than collection of premium in few business units
Opportunities	Threats
<ul style="list-style-type: none"> 1.Penetrates into underinsured and uninsured areas 2.Opportunities in Frontier markets which have growing insurance sector 3.The use of increased reserve balance to expand and diversify 	<ul style="list-style-type: none"> 1.Facing strong competition with the drop in renewal businesses 2.Minimal global economic growth with continued low interest rates leading to a decline in premium rates 3.The increase in natural and man-made disasters affecting operating income 4.The impact of Brexit might have immediate regulatory compliance issue in the UK market

PESTLE Analysis :

The PESTLE Analysis for Swiss Re is given below:

Political	Economical
1.Evolving US tax reforms 2.Uncertainty in China 3.Political conflicts in Europe 4.Market impact due to Brexit	1.Global insurance markets expected to grow strongly in 2018. 2.Changing interest rates
Social	Technological
1.Low insurance penetration impact on Swiss Re 2.Demographic shifts in emerging markets 3.Empowering small shareholder customers	1.Evolving technologies 2.Gaps created due to cyber threats 3.Digitization and analytics
Legal	Environmental
1.Regulatory and legal risks exposure	1.Focus on sustainable initiatives

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The complete report for **Swiss Re** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



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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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Client Support:
support@swotandpestle.com