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BARCLAYS PLC SWOT & PESTLE ANALYSIS

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Company Name : Barclays PLC

Company Sector : Banking and Financial Services

Operating Geography : United Kingdom, Europe, Global

About the Company :

Barclays is a British multinational investment bank and financial services company, founded in 1690. It is headquartered in London. With operations spread out over more than 50 countries with around 4,750 branches. The bank primarily focuses on four sectors- Investment Management, Wealth Management, Personal Banking and Corporate Banking. It operates under 2 businesses: Barclays UK and Barclays International. Initially starting off as a goldsmith banking business, over the years spread its wings to become a nationwide bank. Barclays is credited with deploying the world's first cash dispenser in 1967. As of 2021, Barclays employs approximately 83,000 people globally. It is listed on London Stock Exchange and has a secondary listing on New York stock exchange. The banking MNC is also a constituent of the FTSE 100 Index. It ranks #391 in Forbes list by market capitalization & #19 by assets as of May, 2021. In June 2022, Barclays and the Department for International Trade (DIT) signed an industry-leading 5-year partnership agreement to broaden, deepen, and sharpen efforts to drive increased exports and trade and investment opportunities for UK businesses of all sizes.

Its philosophy is to “Create opportunities to rise”. Its strategy is to build on its strength as a transatlantic consumer, corporate and investment bank anchored in the two home markets of the UK and the US. Barclays USP or unique selling proposition lies in being a heritage bank with over three centuries of banking experience sustaining the test of time against multiple financial crises, international conflicts, and the agricultural, industrial and now technological revolutions.

Revenue :

£ 21.940 billion - FY ending 31st Dec, 2021 (y-o-y growth approximately 1%)

£ 21.766 billion - FY ending 31st Dec, 2020

SWOT Analysis :

The SWOT Analysis for Barclays PLC is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong presence in the global market 2.Diverse portfolio of businesses 3.Brand visibility 4.Constant Innovations to adapt to changing business environment 	<ul style="list-style-type: none"> 1.History of controversies 2.Restructuring losses due to Challenging macroeconomic environment
Opportunities	Threats
<ul style="list-style-type: none"> 1.Market opportunities in growing economies 2.Online banking opportunities 3.Block chain revolution to speed up trade finance 	<ul style="list-style-type: none"> 1.Impact of political uncertainties 2.Treasury and capital risks 3.Fierce competition in market

PESTLE Analysis :

The PESTLE Analysis for Barclays PLC is given below:

Political	Economical
1.Government regulations and policies 2.Political Instability	1.Impact of macroeconomic indicators
Social	Technological
1.Customer centric operations/dealings 2.Favourable demographic changes	1.Security issues and lapses 2.Fast changing technology landscape 3.Emerging fintech players in the banking industry
Legal	Environmental
1.Laws regarding consumer protection, privacy and trade practices 2.Impact of US tax reform	1.Investments in socio-environmental projects 2.Reducing environmental impact

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Client Support:
support@swotandpestle.com