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TWITTER SWOT & PESTLE ANALYSIS

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Company Name : Twitter

Company Sector : News and social media

Operating Geography : North America, Global

About the Company : Twitter is a popular social networking site created in 2006 by Jack Dorsey, Noah Glass, Biz Stone, and Evan Williams. The headquarters of the company are located in San Francisco, California. Despite being amongst the ten most visited websites in the world, Twitter has only 35 offices scattered across the globe. Multilingual facilities have made it popular and usable even for the non-English speaking population of the world, and remains part of the reason for its enormous success. Twitter offers services like live commentary, live connections and live conversations and micro blogging. It is also highly popular as a marketing and advertising tool. It has currently 319 million monthly active users. Twitter has been dubbed as being "the SMS of the Internet" in the past. It hosts conversations on a multitude of topics with politics related topics and news being the most popular.

The mission statement of Twitter reads to, "Reach the largest daily audience in the world by connecting everyone to their world via our information sharing and distribution platform products and be one of the top revenue generating Internet companies in the world." Its vision is "to believe in free expression and the thought that every voice has the power to impact the world." As of September 2019, Twitter had over 46,00 full-time employees.

Revenue :

US\$ 3,042 million (FY ended Dec 31st 2018) (year-on-year growth of 24.51%)

US\$ 2,443 million (FY ended Dec 31st 2017)

US\$2.52 billion (FY ended Dec 31st 2016)

SWOT Analysis :

The SWOT Analysis for Twitter is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Happening service with real time information 2.Powerful and popular marketing tool 3.Strong brand image globally 4.Strong technology platform and analytical capabilities 5.Strong set of product offerings for developers and data partners 	<ul style="list-style-type: none"> 1.Partly dependent on application marketplaces and Internet search engines to drive traffic 2.Privacy concerns 3.Data driven 4.Complex model compared to peers 5.Lack of innovation leading to low retention.
Opportunities	Threats
<ul style="list-style-type: none"> 1.No real competition in micro blogging 2.Extension of social media platform to e-commerce 3.Social Media capable of driving real business results 4. Subscription Service having potential to boost growth 	<ul style="list-style-type: none"> 1.Growing both direct and indirect competition 2.Regulations, privacy and the protection of user data 3.Spam and fake news menace 4.Risk from cyber-attacks and breach of confidential user data

PESTLE Analysis :

The PESTLE Analysis for Twitter is given below:

Political	Economical
1.Impact of social media on the political landscape 2.Action by governments to restrict access to products and services or censor content	1.Fast development of e-commerce and growing competitions.
Social	Technological
1.Internet driving shift in communication channels	1.Increase in popularity of mobile apps and marketing 2.Artificial intelligence (AI) and machine learning
Legal	Environmental
1.Legal risks include defamations, Impersonation or malicious tweets 2.Privacy and government regulations globally	1.Promotion of environment campaigns and products 2.Power consumption of data centres

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