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## MORGAN STANLEY SWOT & PESTLE ANALYSIS

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**Company Name :** Morgan Stanley

**Company Sector :** Financial Services

**Operating Geography :** United States, North America, Global

**About the Company :** Morgan Stanley is a global financial services firm that provides services such as investment banking, wealth management, institutional securities and investment management. It was started in 1935 by Henry Sturgis Morgan and Harold Stanley and headquartered at Midtown Manhattan, New York. The firm operates in over 42 countries and has over 55,000 employees and its clientele includes governments, corporations, institutions and individuals.

**Revenue :**US 34.6 billion (FY 2015-2016)

## SWOT Analysis :

The SWOT Analysis for Morgan Stanley is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Strong financial performance</li> <li>2. Expansion of digital strategies</li> <li>3. Top institutional investor for three years</li> </ol>	<ol style="list-style-type: none"> <li>1. Unsatisfied employees</li> <li>2. Has faced legal issues</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Sustainable investing</li> <li>2. Focus on wealth management</li> <li>3. Big data analytics</li> <li>4. Expansion to emerging markets</li> </ol>	<ol style="list-style-type: none"> <li>1. Government regulations</li> <li>2. Rise of Fintech</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Morgan Stanley is given below:

Political	Economical
1. Trump Administration 2. Brexit	1. Difficult to navigate investment landscape
Social	Technological
1. Changing investor buying behaviour	1. Robo- advisers 2. Big Data 3. Block Chain
Legal	Environmental
1. Tight government regulations	1. Sustainable Investing

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