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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">1. Strong financial performance2. Expansion of digital strategies3. Top institutional investor for three years	<ol style="list-style-type: none">1. Unsatisfied employees2. Has faced legal issues
Opportunities	Threats
<ol style="list-style-type: none">1. Sustainable investing2. Focus on wealth management3. Big data analytics4. Expansion to emerging markets	<ol style="list-style-type: none">1. Government regulations2. Rise of Fintech

PESTLE Analysis :

The PESTLE Analysis for Morgan Stanley is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Trump Administration 2. Brexit 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Difficult to navigate investment landscape
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Changing investor buying behaviour 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Robo- advisers 2. Big Data 3. Block Chain
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Tight government regulations 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Sustainable Investing

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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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