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SALESFORCE.COM SWOT & PESTLE ANALYSIS

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Company Name : Salesforce.com

Company Sector : Information Technology, Customer relationship management (CRM)

Operating Geography : United States, North America, Global

About the Company :

Salesforce.com, Inc. is an American company that provides cloud hosted Customer Relationship Management (CRM) platform. It was started in 1999 by former Oracle executive Marc Benioff, Parker Harris, Frank Dominguez and Dave Moellenhoff as an organization for Software as a Service (SaaS). It is headquartered in San Francisco, California. Its main sources of revenue include subscription fees from its CRM software as well as premier support. Salesforce generates its primitive revenue from subscription and support fees, mainly from the four core categories of businesses viz., Sales cloud, Service cloud, Sales Platform and Marketing and Commerce cloud. It ranked first in Fortune's 100 best companies to work for, which is a great feather in its cap. Salesforce has taken up initiatives for welfare of employees, by focusing on aspects like equal pay, equal opportunity, equal rights and equal advancement. Salesforce announced in May 2022 that it had signed a definitive agreement to buy Troops.ai, a leading provider of a revenue communications solution that helps teams improve sales velocity, forecasting, visibility, and collaboration.

Salesforce's core USP or Unique selling proposition lies in being a "global leader in offering cloud-based CRM or Customer Relationship Management software through the internet as a service. Salesforce's mission statement reads "Our core mission is to empower our customers to connect with their customers in entirely new ways through cloud, mobile, social, Internet of Things ("IoT") and artificial intelligence ("AI") technologies." Salesforce's vision statement reads "We're committed to a sustainable future for all."

Revenue :

\$21.3 billion - FY ending 31st January, 2021 (y-o-y growth of 25%)

\$17.1 billion - FY ending 31st January, 2020

SWOT Analysis :

The SWOT Analysis for Salesforce.com is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Delivering consistent growth from 5 years 2. Innovative and diversified product portfolio 3. Leader in on-demand cloud hosted CRM 4. Strong market share in CRM 	<ol style="list-style-type: none"> 1. Focusing more on home-ground
Opportunities	Threats
<ol style="list-style-type: none"> 1. Growth in the CRM market 2. Investment in IoT & Analytics 3. Growth through strategic alliances 4. GDPR compliance to drive CRM adoption 5. Expanding into new categories and verticals 	<ol style="list-style-type: none"> 1. Data privacy and hacking 2. Regulatory issues to data privacy and usage 3. Dependence on third party for internet infrastructural maintenance 4. Highly competitive market with growing need for technology

PESTLE Analysis :

The PESTLE Analysis for Salesforce.com is given below:

Political	Economical
1. Different policies and laws by different governments	1. Currency fluctuations and controls 2. Impact of Covid \u2013 19 on business operations
Social	Technological
1. Rise of social CRM	1. Rise in mobile based cloud 2. Initiatives towards technology convergence 3. Integration of AI into Customer 360 may result in reputational harm
Legal	Environmental
1. Laws related to data privacy 2. Subject to industry specific regulations	1. Initiatives for carbon neutral cloud 2. Focus on operational sustainability

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Client Support:
support@swotandpestle.com