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CAPGEMINI SWOT & PESTLE ANALYSIS

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Company Name : Capgemini

Company Sector : Technology Services, Outsourcing and Consulting Services

Operating Geography : France, Europe, Global

About the Company :

Capgemini SE or Capgemini, is a French MNC IT consulting firm headquartered in Paris, France. It operates in consulting services, Engineering and Technology Services and Outsourcing. It was founded by Serge Kampf in 1967. The company has an employee base of around 325,000 in more than 50 countries to provide customized service to its clients in every market. The company operates in North America and South America, Asia Pacific and Europe. Capgemini has acquired several companies till date which includes LiquidHub, Kanbay, Altran, RXP Services, iGate, etc. So far, Capgemini has earned “2019 Global Company of the year” award, Pega Partner’s Excellence awards, among others. Capgemini and Peugeot Sport have agreed to work together until 2022 to provide advanced digital tools to the PEUGEOT 9X8 FIA WEC programme team. This summer, Peugeot Sport is set to return to top-level endurance racing. Capgemini’s data and AI application expertise will be used to improve the performance of its revolutionary hybrid Hypercar in the simulator and on the racetrack.

The USP of Capgemini lies in it being ranked 9th in the World’s Top IT companies. Capgemini’s mission statement reads, “with you, we create and deliver business and technology solutions that fit your needs and drive the results you want” and the vision is “the business value of technology comes from and through people”.

Revenue :

18.2 billion – FY ending 31st Dec 2021 (y-o-y growth 14.6%)

15.8 billion – FY ending 31st Dec 2020

SWOT Analysis :

The SWOT Analysis for Capgemini is given below:

| Strengths | Weaknesses |
|--|---|
| <ul style="list-style-type: none"> 1.Strong Business Strategy and financial performance 2.Collaboration and Acquisition of Innovative start-up 3.Digital Transformation 4.Strategic partnership alliances of the company 5.Major contracts of the company | <ul style="list-style-type: none"> 1. Majority Revenue depends on North America and European Market |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Potential in New Market 2.Growth in Digital and cloud portfolio 3.IT integration in Industries | <ul style="list-style-type: none"> 1.Global and Regional Competitors 2.Visa Fees and Legislations 3.Market downturn may impact the company |

PESTLE Analysis :

The PESTLE Analysis for Capgemini is given below:

| | |
|--|--|
| <p style="text-align: center;">Political</p> <p>1.Impact of Brexit in UK and European market</p> | <p style="text-align: center;">Economical</p> <p>1.Strong economic growth in the Asian country 2.Impact of Delocalization in cost of employees 3.Impact of the Russia-Ukraine war on the local teams and business operations.</p> |
| <p style="text-align: center;">Social</p> <p>1.Growing trend of digitalization in the market 2.Maintaining workforce diversity and gender equality 3.Committed to protect and preserve human rights</p> | <p style="text-align: center;">Technological</p> <p>1.Growth in Digital and cloud services</p> |
| <p style="text-align: center;">Legal</p> <p>1.Concern about Privacy</p> | <p style="text-align: center;">Environmental</p> <p>1. Green IT infrastructure 2.Increasing sustainability in its performances</p> |

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