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THE GOLDMAN SACHS GROUP SWOT & PESTLE ANALYSIS

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Company Name : The Goldman Sachs Group

Company Sector : Financial services

Operating Geography : United States, North America, Global

About the Company :

The Goldman Sachs Group is a New York based leading investment banking company with financial centers and offices all over the world. It offers a wide range of services ranging from securities, investment management to providing services to some of the biggest and diversified client base in the world. Their clientele includes large financial corporations, institutions, Governments and individuals. With regional headquarters in London, Warsaw, Bangalore, Hong Kong, Tokyo, Dallas, and Salt Lake City, as well as other offices in major global financial hubs, Goldman Sachs was founded in 1869 by Marcus Goldman and has its main office at 200 West Street in Lower Manhattan. In JD Power, Goldman Sachs ranked #1 in Customer Satisfaction among Midsize Credit Card Issuers. As of early 2023, it had more than 43,900 employees.

The USP of Goldman Sachs is that according to revenue, it is the second-largest investment bank in the world. Goldman Sachs' mission is to advance sustainable economic growth and financial opportunity across the globe. Its vision is guided by the purpose, “We aspire to nothing less than excellence, consistently striving for exceptional performance and achieving outstanding results for our clients, our shareholders, and our company.”

Revenue :

\$49.411 billion – FY ending September 30, 2022

\$59.339 billion - FY ending September 30, 2021

SWOT Analysis :

The SWOT Analysis for The Goldman Sachs Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong brand name and good financial position 2.Strong presence and diverse operations across various countries 3.Strong R&D as compared to various competitors 4.One of the top 5 alternative asset managers 	<ul style="list-style-type: none"> 1.Involved in large number of legal proceedings 2.Ostracized for slacking on ethical standards and working with dictatorial regimes
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expansion in developing economies, like India 2.New offering of white-labelling services 3.Strategic mergers & acquisitions to facilitate growth 4.Investment in crypto after FTX norms issue 	<ul style="list-style-type: none"> 1.Increasing competition from other banks 2.Threats of non-financial risks 3.Emergence of electronic trading and cryptocurrencies will reduce demand for traditional services 4.Shrink in footprint in SPAC market over regulatory threat

PESTLE Analysis :

The PESTLE Analysis for The Goldman Sachs Group is given below:

Political	Economical
1. Company is subject to revised capital framework for European Union 2. Impact of the Russia-Ukraine war	1. Lowered GDP growth forecasts amidst uncertainty in the US economy 2. Dollar is at risk of losing its dominance
Social	Technological
1. Changes in investing patterns of investors 2. More number of 'ego-traders'	1. Introduction of Marcus: Online lending platform 2. Increasing investments in crypto-companies
Legal	Environmental
1. Changes in various investment regulations	1. Climate change impacting asset portfolios

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