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SUN LIFE FINANCIAL SWOT & PESTLE ANALYSIS

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Company Name : Sun Life Financial

Company Sector : Financial Services

Operating Geography : North America, Canada

About the Company : Sun Life Financial is one of the leading financial services organization established in 1865. Its headquarters are located in Montreal, Quebec. It aims to provide lifetime financial security to its customers by giving them opportunities by means of insurances, investment products and services around the world. A few countries worth mentioning include Canada, United States, United Kingdom, Hong Kong, and Philippines. In 2018, Sun Life Financial was selected as one of Canada's Top Employers for Young People. It has around 15,000 employees and 12,000 advisors. Its mission is to “help you achieve lifetime financial security”.

Revenue :

\$ 29,334 million (FY- 2017) (yoy growth of 2.6%)

28,573 million (FY-2016)

SWOT Analysis :

The SWOT Analysis for Sun Life Financial is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Strong Asset Management. 2. Acquiring companies to extend reachability 3. Diversified Investment and business 4. Proactive nature 5. Leaders in insurance 	<ol style="list-style-type: none"> 1. Cost of creating values 2. Diversified organization leading to distributive focus 3. Rise in operating expenses each year
Opportunities	Threats
<ol style="list-style-type: none"> 1. Research oriented investment opportunities 2. Acquiring local companies brings value addition 3. Systematic and changing approach 4. Innovation opportunities 	<ol style="list-style-type: none"> 1. New competitors (local) 2. Confusing customers with too many products \ Cannibalism 3. Involvement of matters inherent uncertainty 4. Foreign currency dependency

PESTLE Analysis :

The PESTLE Analysis for Sun Life Financial is given below:

Political	Economical
<ol style="list-style-type: none"> 1. Trade protectionist policies of Trump administration. 2. The strong native companies influencing the political powers to stop them from entering. 	<ol style="list-style-type: none"> 1. Conflict with native insurance companies 2. Varying values in currency markets
Social	Technological
<ol style="list-style-type: none"> 1. Requirement for customized services 2. Availability of tools easily makes difficult to stand out among the competitors. 	<ol style="list-style-type: none"> 1. Availability of new advanced tools makes the analysis and interpretation more accurate and less cumbersome. 2. Availability of tools easily makes difficult to stand out among the competitors.
Legal	Environmental
<ol style="list-style-type: none"> 1. Absence of globally accepted tax laws and regulations. 2. Market competition with native established companies leading to legal obligations. 	<ol style="list-style-type: none"> 1. Involvement in CSR activities involving contribution towards diabetic patients. 2. Sustainability strategy and initiatives.

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