
S&P TEST

SWOT & PESTLE.com

SUN LIFE FINANCIAL SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

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:

<p style="text-align: center;">Political</p> <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. 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Conflict with native insurance companies 2. Varying values in currency markets
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Requirement for customized services 2. Availability of tools easily makes difficult to stand out among the competitors. 	<p style="text-align: center;">Technological</p> <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.
<p style="text-align: center;">Legal</p> <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. 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Involvement in CSR activities involving contribution towards diabetic patients. 2. Sustainability strategy and initiatives.

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Sun Life Financial** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

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.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com