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PRUDENTIAL SWOT & PESTLE ANALYSIS

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Company Name : Prudential

Company Sector : Insurance

Operating Geography : UK, Europe

About the Company : Prudential is a Britain based international financial services firm headquartered in London. It was founded in 1848 as The Prudential Mutual Assurance Investment and Loan Association which loaned to working class of London. It offers solutions for income post retirement, asset management services, means for long term savings , annuities & protection products in Asia, Latin America, US (Jackson Life Insurance Company), UK & Africa . Eastspring Management, M& G & Prudential Capital carry its asset management operations worldwide. Its market cap was \$53.7 billion in May 2017. Their insurance customer base is around 24 million . It has £635 billion worth assets under management. It has 23,507 employees worldwide as of 2018. Prudential ranks #68 in Forbes' Global 200

Revenue :71.84 billion GBP (FY Dec 2016)

SWOT Analysis :

The SWOT Analysis for Prudential is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong Footing in international markets 2.Healthy Financials 3.Specific products & services in Asia aiding in higher market penetration 4.Strong brand position in domestic markets 5.Growth in new Life insurance products sales 	<ul style="list-style-type: none"> 1.Decrease in spread income 2.Increase in costs
Opportunities	Threats
<ul style="list-style-type: none"> 1.Potential in the under penetrated Asian markets 2.Large and growing retirement asset pools with increasing wealth 	<ul style="list-style-type: none"> 1.Perils of cyber crime 2.Liquidity Risk

PESTLE Analysis :

The PESTLE Analysis for Prudential is given below:

<p style="text-align: center;">Political</p> <p>1. Possible shift of funds from UK post-Brexit</p>	<p style="text-align: center;">Economical</p> <p>1. Favourable currency movements 2. Volatility in interest rate \u202faffecting operations</p>
<p style="text-align: center;">Social</p> <p>1. Increased\u202fsavings \u202fand \u202fpost retirement services\u202fdemand\u202fby\u202fagei ng \u202fpopulation 2. Growing working age population in Asia</p>	<p style="text-align: center;">Technological</p> <p>1. Jackson's Cycle harvesting to reduce costs 2. Digital Technology helping in making services affordable 3. Launch of\u202fPRUcare mobile app</p>
<p style="text-align: center;">Legal</p> <p>1. New regulatory Developments in US to affect earnings</p>	<p style="text-align: center;">Environmental</p> <p>1. Reduction in Greenhouse Gas Emissions(GHG) 2. Several Measures undertaken for Energy efficiency</p>

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

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



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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.

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