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AON SWOT & PESTLE ANALYSIS

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Company Name : Aon

Company Sector : Financial and Insurance services

Operating Geography : United Kingdom, Europe

About the Company : Aon Plc. is one of the leading financial and Insurance services firm which is headquartered in London, United Kingdom. It provides a broad range of solutions for risk, retirement and health. It is one of the largest insurance brokers in the world in terms of revenue. As per 2018 data, it has a presence in 120 countries and a team of 69,000 people that use its in-house data and analytics for delivering the insights to the clients which helps to improve performance and reduce the volatility across its 500 offices globally.

Revenue :\$11.6 billion – FY ending Dec 2016

SWOT Analysis :

The SWOT Analysis for Aon is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong growth in Reinsurance solutions 2.Double-digit growth in earnings per share 3.Strong growth in Data and Analytics service 	<ul style="list-style-type: none"> 1.Increase in debt 2.Financial risks due to currency fluctuation
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growth in US homeowners' insurance 2.'Open architecture innovation' will be acting as a growth driver 3.Integrate Artificial intelligence and Machine learning 	<ul style="list-style-type: none"> 1.Increase in the number of natural disasters 2.Reduction in US vehicles insurance premiums due to Autonomous vehicles

PESTLE Analysis :

The PESTLE Analysis for Aon is given below:

<p style="text-align: center;">Political</p> <p>1.Impact of Brexit</p>	<p style="text-align: center;">Economical</p> <p>1.Insurance Relevance to the Economy 2.Need for insurance in Emerging Economies 3.Reduction in interest rates leading to decline in premiums</p>
<p style="text-align: center;">Social</p> <p>1.Social media influence on younger generations 2.Rapid growth of Takaful 3.Increase in income and rise of middle class</p>	<p style="text-align: center;">Technological</p> <p>1.Implications on insurance due to Autonomous vehicles 2.Issues related to Cyber security</p>
<p style="text-align: center;">Legal</p> <p>1.Impact of changes in healthcare industry regulatory policies</p>	<p style="text-align: center;">Environmental</p> <p>1.Change in climate 2.Income levels affected by natural disasters</p>

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