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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:

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

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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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