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## BROOKFIELD SWOT & PESTLE ANALYSIS

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**Company Name :** Brookfield

**Company Sector :** Banking and Financial Services

**Operating Geography :** Canada, North America, Global

**About the Company :** Brookfield Asset Management with its object of long-term investment invests in high-quality assets which include real estate, renewable power, infrastructure and private equity. This strong and varied investment makes Brookfield the leading global alternative asset manager. Its business operations include raising capital for the new fund, managing the existing fund, product development, and client relation. Brookfield is headquartered in Toronto, Canada and has more than 80,000 operating employees as of 2018.

**Revenue :**

\$40,786 million – FY ended December 31st, 2017

\$24,411 million – FY ended December 31st, 2016

## SWOT Analysis :

The SWOT Analysis for Brookfield is given below:

Strengths	Weaknesses
1.Strong and diverse asset portfolio 2.Strong financials growth and improved earnings 3.Global reach helps in diversifying risk 4.Efficient and expert operations	1. Heavy dependency on human capital
Opportunities	Threats
1.Rise in global wealth and economic power 2.Technology boosting financial investment	1.Stagnation in wealth growth 2.Volatile nature of Class A shares 3.Unpredictable global market environment

## PESTLE Analysis :

The PESTLE Analysis for Brookfield is given below:

Political	Economical
1.Geopolitical instability creating uncertainty	1.Fluctuations in foreign exchange rates 2.Impact of changes in macroeconomic policies 3.Ageing population across major economies
Social	Technological
1.Heavy Investment into Renewable Power Asset	1.Coping with cyber terrorism 2.Technology startups and its impact on the BFSI and real estate sector
Legal	Environmental
1.Apprehensive litigations creating roadblocks 2.Laws, rules, and regulations affecting taxation	1.Climate Change causing disruption in the real-estate market 2.Focus on environmental, social and governance ("ESG") management

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

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



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