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RANDSTAD SWOT & PESTLE ANALYSIS

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Company Name : Randstad

Company Sector : HR and Professional Services

Operating Geography : Netherlands, Europe, Global

About the Company : Randstad is a global leader in the HR services industry was founded in 1960 by Frits Goldschmedig. Randstad is headquartered in Netherlands and has 4858 offices in 39 countries with 37,930 employees as of 2018. The company is the market leader in the Netherlands, Belgium, Luxembourg, Germany, Poland, Canada and India. By combining passion for people with the power of today's intelligent machines, Randstad supports people and organisations in reaching their true potential. According to Randstad, they place high value on work as a unifying force that shapes society for the better. The company's strategy rests on four building blocks which include strong concepts, best people, excellent execution and superior brands.

Randstad's mission as per their annual report is "Shaping the world of work."

Revenue :

23,272 million – FY ending Dec 2017 (y-o-y growth of 13%)

20,684 million – FY ending Dec 2016

SWOT Analysis :

The SWOT Analysis for Randstad is given below:

| Strengths | Weaknesses |
|--|--|
| <ol style="list-style-type: none"> 1.Excellent performance in new markets 2.Successful track record of mergers and acquisitions 3.Strong cash flow which helps the company expand into new projects 4.Strong market presence and recognition 5.Highly skilled and motivated workforce | <ol style="list-style-type: none"> 1.Lost market share in niche categories to new entrants 2.Marketing of new products can be improved |
| Opportunities | Threats |
| <ol style="list-style-type: none"> 1.Growing presence in online platforms, digitization and use of big data analytics 2.Economic upturn can attract new customers and increase market share | <ol style="list-style-type: none"> 1.Data protection laws and regulations 2.Changing economic and geopolitical conditions 3.Information technology and cyber security |

PESTLE Analysis :

The PESTLE Analysis for Randstad is given below:

| Political | Economical |
|--|--|
| 1.Cut in Corporate income tax rates by Donald Trump in the USA 2.Economic reforms in France by Emmanuel Macron | 1.General upturn in economy and slow economic boom 2.Increase in economic isolationism in various countries |
| Social | Technological |
| 1.Aging and declining population growth in the developed world 2.Variety of work forms with increase in outsourcing 3.Achieve higher levels of economic productivity through diversification | 1.Leveraging Randstad Innovation Fund and Digital Factory to take over basic tasks 2.Artificial intelligence and robotics taking over some traditional jobs |
| Legal | Environmental |
| 1.Data protection laws and regulations. 2.Tax and labour law compliance measures 3.Information technology and cyber security | 1.Actionable steps to reduce electricity consumption and CO2 emissions. |

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