
S&P TEST

SWOT & PESTLE.com

FIRSTRAND SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. Topurchase reprints of this document, please email support@swotandpestle.com.

Company Name : FirstRand

Company Sector : Banking and Financial Services Sector

Operating Geography : South Africa, Sub Saharan Africa, United Kingdom

About the Company : FirstRand limited which came into existence in the year 1998, was founded as a specialist investment bank in the year 1970 by three entrepreneurs, Paul Harris, GT Ferreira and Paul Harris. FirstRand is one of the largest and fully integrated financial services group in South Africa. This group mainly operates through its subsidiaries namely: Discovery Holding Limited, Momentum Group Limited and FirstRand Bank Holding Limited. FirstRand provides services in retail and commercial banking, Corporate and financial banking and installment finance and asset management. These all services are provided by the RMB, FNB, WesBank and Ashburton Investments, which are the brands under the FirstRand Group. The UK banking part of FirstRand is taken care by Aldermore Group. It was named by 2018 Brand Finance® Banking 500 Report as Most Valuable Banking Brand in Africa.

Revenue :

Net income from operations

Rand 36,262 million – FY ended 30th June 2018 (year-on-year growth of 9.22%)

Rand 33,200 million – FY ended 30th June 2017

SWOT Analysis :

The SWOT Analysis for FirstRand is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Diverse Product range 2.Broad portfolio of brands 3.Presence in both banking and non-banking financial sector 4.Sustainable Business Model 5.Socially responsible activities 	<ul style="list-style-type: none"> 1.Low credit rating compared to international peers 2.Less diversified into the rest of Africa
Opportunities	Threats
<ul style="list-style-type: none"> 1.Further International Expansion 2.Increase in product range 	<ul style="list-style-type: none"> 1.Increasing threat of bad debt in operating markets 2.Fast paced regulatory changes 3.Unstable Political Condition 4.Threat from potential new entrants into the financial services market

PESTLE Analysis :

The PESTLE Analysis for FirstRand is given below:

<p style="text-align: center;">Political</p> <p>1.Political instability in South Africa 2.Implication of Brexit for Banking and Financial Services</p>	<p style="text-align: center;">Economical</p> <p>1.Slow economic growth and policy uncertainty in South Africa 2.Economic growth in Sub-Saharan Africa.</p>
<p style="text-align: center;">Social</p> <p>1.Customer segmentation and differentiation in digital offerings 2.Potential to create enormous social benefits through financial inclusion 3.Ethical Foundation for the employees</p>	<p style="text-align: center;">Technological</p> <p>1.Financial services regulatory architecture developments in South Africa ", "1Initiatives to combat climate change 2Reduction of energy risk</p>
<p style="text-align: center;">Legal</p> <p>1.</p>	<p style="text-align: center;">Environmental</p> <p>1.</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **FirstRand** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

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.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com