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GENPACT SWOT & PESTLE ANALYSIS

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Company Name : Genpact

Company Sector : Professional Services

Operating Geography : United States, North America, Global

About the Company : Genpact is a professional services company that helps clients drive digital innovation and digital operations. The company is headquartered in New York, USA and is present in 30 countries across the world. The company was formed in 1997 as a business unit of General Electric. It became independent from GE in 2005 and became a publicly traded company in 2007. The company has more than 90,000 employees worldwide as per 2019 records. It has 800 clients across 70 countries and has 88 delivery centers across the world.

Genpact's mission statement reads, "To be the best business process management and technology services company in the world". The company tagline is 'Transformation Happens Here'.

Revenue :

\$3 billion - FY ending March 2018 (y-o-y growth 11.1%)

\$2.7 billion - FY ending March 2017

SWOT Analysis :

The SWOT Analysis for Genpact is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Global delivery model helps manage complex processes 2.Diverse service offerings for clients 3.Smart Enterprise Processes approach to improve the efficiency of clients' business processes 4.Strong revenue growth and consistent financial performance 	<ul style="list-style-type: none"> 1.High dependency on business from clients in North America and Europe, and financial services industry 2.Presence of substantial portion of assets and operations in India
Opportunities	Threats
<ul style="list-style-type: none"> 1.Rising prominence of Enterprise Mobility Management solutions 2.Strategic acquisitions for augmenting capabilities 3.Digital transformation initiatives across industries 	<ul style="list-style-type: none"> 1.High competition in a rapidly evolving global market 2.Failure to respond to changing business needs of clients and evolving technology environment 3.Conflicting legal and regulatory environments due to global operations 4.Clients holding the company liable for damages arising from cyber attacks 5.GE divestitures could have an adverse impact on revenues

PESTLE Analysis :

The PESTLE Analysis for Genpact is given below:

Political	Economical
1.Uncertainty over business environment in UK after Brexit 2.Legislations aimed at restricting offshore outsourcing 3.Tax concessions and other benefits in India and some other countries 4.Entry visa restrictions in the countries where clients and delivery centres are located	1.Impact of global macroeconomic conditions on clients' businesses 2.Impact of currency exchange rate fluctuations, especially INR, Euro and USD
Social	Technological
1.Adoption of robotic process automation to relieve people of mundane tasks	1.Using artificial intelligence for enabling digital transformation 2.Impact of blockchain on finance and accounting in enterprises
Legal	Environmental
1.Intellectual property development during the course of business 2.Impact of laws and legislations of Bermuda 3.Evolving data privacy laws across the world	1.Impact of natural disasters on delivery centres 2.Sustainability initiatives for environment protection

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