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XEROX SWOT & PESTLE ANALYSIS

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Company Name : Xerox

Company Sector : Technology hardware and Imaging solutions

Operating Geography : USA, North America, Global

About the Company : Xerox Holdings Corporation is a leading global provider of digital print technology and related services, software and solutions. The company was founded in 1906 as the Haloid Company, which manufactured and distributed photographic paper, but changed its name to Xerox Corporation in 1961. It operates as a holding company. The American corporation is headquartered at Norwalk, Connecticut with 27,000 employees worldwide as of January 2020. The Company, through its subsidiaries provides printers, scanners, supplies, and accessories. Xerox Holdings serves various sectors worldwide including health care, insurance, government and retail. The Company helps its customers improve their productivity through the development of secure and automated solutions. Giovanni (John) Visentin is the current Vice Chairman and Chief Executive Officer of Xerox Holdings Corporation. Xerox's recent awards include BLI Award in 2019 for "Outstanding Tabloid Colour Printer for Large Workgroups". It was even ranked number 67 on the Forbes list of the world's most reputable companies based on a survey of 170,000 respondents. There are several awards for most ethical company, Social Responsibility Practices, sustainability performance and various other recognitions in the last decade (2010 to 2020).

Xerox mission statement is to "Innovates the way the world communicates, connects and works, helping companies deliver breakthrough experiences to improve and grow their business."

Revenue :

US\$ 9,066 million - FY ended 31st December 2019 (y-o-y growth negative 6.2%)

US\$ 9,662 million - FY ended 31st December 2018

SWOT Analysis :

The SWOT Analysis for Xerox is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.High cash flows and liquidity 2.Implementation of Project Own It initiative 3.Strong data security compliance 4.Maintaining responsible supply chains 	<ul style="list-style-type: none"> 1.Falling revenues since last few years
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expansion to adjacent and new markets 2.Partnership of Xerox with HP for Device-as-a-Service (DaaS) 3.Strong growth in Managed print services (MPS) market 4.Investments in key areas of technology to drive innovation 5.Opportunities in vertical service bundles such as Retail, Insurance and Healthcare leveraging digital capabilities 	<ul style="list-style-type: none"> 1.Intense competition from global companies 2.Increase in import tariff rates 3.Retaining key personnel and management

PESTLE Analysis :

The PESTLE Analysis for Xerox is given below:

Political	Economical
1.Impact of Brexit on business 2.Uncertainty in government contracts	1.Impact of COVID-19 on business 2.Exchange rate fluctuation impact on revenue
Social	Technological
1. Pioneering a circular economy	1.Investing in automation and predictive analysis 2.Focus on digital services & software 3.Leveraging digital print solutions for smart packaging
Legal	Environmental
1.Innovation for Sustainable Products and Services 2.Initiatives for preventing and Managing Waste"[]	1.

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