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KPMG SWOT & PESTLE ANALYSIS

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Company Name : KPMG

Company Sector : Consulting, Audit, Tax and Advisory

Operating Geography : Germany, Europe, Global

About the Company : KPMG International Cooperative or simply KPMG was founded in 1987 through the merger of Peat Marwick and Klynveld Main Goerdeler. The initials KPMG stand for Klynveld Peat Marwick Goerdeler. It is a multinational professional services network. It is currently one of the member firms of the Big 4 accounting companies of the world. Member firms are recognized internationally for the quality of their workplace culture and services they provide to clients with operations spanning over 153 plus countries. The clientele of KPMG ranges from businesses, governments, public-sector agencies to not-for-profits. The company headquarters are located in Amstelveen, Netherlands. The company offers services like audit, assurance, taxation, management consulting, actuarial, corporate finance, and legal services. In 2020 KPMG International Limited was incorporated in London, United Kingdom. As of early 2022, the company employs around 2, 27,000 people all over the world.

The mission statement of KPMG reads, “To turn knowledge and understanding of information, industries and business trends into value for our firms' clients, our people and the capital markets.” KPMG’s vision statement reads, “At KPMG, our goal is not to be the biggest professional services firm. Our goal is to be the best professional services firm. And we define this in a very tangible way through our vision of being the Clear Choice.” The USP or unique selling point of the company is that it is one amongst the big 4 accounting companies of the world.

Revenue :

US\$ 32.13 billion – FY ended 30th Sept 2021 (y-o-y growth of 9.96%)

US\$ 29.22 billion – FY ended 30th Sept 2020

SWOT Analysis :

The SWOT Analysis for KPMG is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. One of the Big Four accounting firms 2. Strong trust and quality perception amongst clients 3. Diversified revenue spread across industries and geographies 4. Strong expertise in audit, tax, and advisory 5. Acquisitions and alliances helping to strengthen the business portfolio 	<ul style="list-style-type: none"> 1. Reputational issues in a few of the member firms
Opportunities	Threats
<ul style="list-style-type: none"> 1. Growth and expansion opportunities in emerging markets 2. Building technology-based solutions and services key to growth 3. Growth in multi-disciplinary advisory segment 	<ul style="list-style-type: none"> 1. Intense competition other members of the 'Big 4' and other consulting and technology players 2. Employee attrition and client protection in audit segment 3. Increasing lack of confidence in audited information

PESTLE Analysis :

The PESTLE Analysis for KPMG is given below:

Political	Economical
1.Impact and opportunity from Brexit	1.Geopolitical volatility is shaping tax policies
Social	Technological
1.Scandals leading to loss of trust and brand image 2.Investing in talent and capabilities critical for audit firms	1.Implementing innovation to improve audit quality 2.Technology a key driver in consulting and advisory for business transformation 3.Cyber-security advisory and audits
Legal	Environmental
1.Auditing malpractices may lead to ban in some jurisdictions 2.Impact and opportunities from European Union's General Data Protection Regulation (GDPR)	1.Increase of sustainability reporting across organizations globally 2.Internal focus on sustainability

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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.

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