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TATA CONSULTANCY SERVICES (TCS) SWOT & PESTLE ANALYSIS

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Company Name : Tata Consultancy Services (TCS)

Company Sector : Technology Services, Outsourcing and Consulting Services

Operating Geography : Asia, India, Global

About the Company :

Tata Consultancy Services (TCS), founded in 1968, is an Indian multinational company, specializing in Information Technology and consulting services and solutions. The company is headquartered in Mumbai, India and has over 448,000 associates in around 46 countries. The company provides services like IT services, business solutions and digital solutions. These include e-business, engineering, management services, architecture and technology consulting, application development and maintenance, security and infrastructure development. Customers for the company range from the finance, banking and insurance industries to telecommunication and retail. The company has emerged to be the world's biggest IT services provider. The company crossed Accenture on 8 October 2020 to become the world's most-valuable IT company with a market cap of \$144.73 billion. Valut.com has ranked the Indian IT tycoon, #11 on its "Best Consulting Firms for IT Operations Consulting" list. FinanceAsia has ranked TCS Overall Best Managed Technology Company in Asia on its Asia's Best Companies list. In April 2022, Tata Consultancy Services declared that it had become a partner with Microsoft Cloud for Financial Services. In order to help clients, innovate and reimagine their businesses to meet changing market, customer, and regulatory needs, TCS will combine its deep industry knowledge and experience as a leading transformation partner for BFSI clients with its Microsoft Cloud for Financial Services solutions and its large talent pool of Microsoft-certified consultants.

The USP of TCS lies in it being the second-most valuable brand in the IT services sector globally. TCS' mission statement reads, "To help customers achieve their business objectives by providing innovative, best-in-class consulting, IT solutions and services & to make it a joy for all stakeholders to work with us."

Revenue :

INR 195,772 crores - FY ended 31st March, 2022 (y-o-y growth of 16.8%)

INR 167,311 crores - FY ended 31st March, 2021

SWOT Analysis :

The SWOT Analysis for Tata Consultancy Services (TCS) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Healthy Balance Sheet with Strong Financials 2.Flagship company of reputed TATA group 3.Strong dominance in domestic market 4.Comprehensive business portfolio with end-to-end technology service offerings 5.Impressive client base with several Fortune 500 clients 6.Increasing focus on innovation 	<ul style="list-style-type: none"> 1.Major products absent, largely dependent on services 2.Largely dependent on North American and European markets 3.IT integration across industries to drive growth
Opportunities	Threats
<ul style="list-style-type: none"> 1.Business consulting has the potential to drive upstream growth 2.Pursuing inorganic growth by acquisitions in strategic areas 3.IT integration across industries to drive growth 4.Partnering with reputed companies to drive revenues 	<ul style="list-style-type: none"> 1.Intense competition from domestic and international players 2.Visa fees and legislations to impact the operating model 3.Brexit to impact projects in EU markets 4.Penalty from lawsuits will impact TCS' reputation and financial performance

PESTLE Analysis :

The PESTLE Analysis for Tata Consultancy Services (TCS) is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Brexit to impact projects in UK and EU markets 2. Geo-political tensions may disrupt business 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Large workforce strength with higher compensation increasing operating costs. 2. Tax benefit from extension of Special Economic Zone (SEZ) scheme 3. Risk of currency volatility
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. TATA group has a brand reputation and is known for ethics and integrity which helps TCS win business. 2. TCS is involved considerably in employee volunteer investments and IT education to school students 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Needs to focus more on technology products and solutions than stay limited to services 2. Digital five forces "mobility, big data, social media, cloud computing and robotics" to be the main growth driver
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Penalty from impending lawsuits will impact reputation 2. Legislations in US, UK, Australia and other major markets for overseas workers 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. TCS' strategy to build 'green' infrastructure and energy efficient IT infrastructure empowers its environmental sustainability roadmap.

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