
S&P TEST

SWOT & PESTLE.com

WIX.COM SWOT & PESTLE ANALYSIS

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Company Name : Wix.com

Company Sector : IT Industry

Operating Geography : Israel, Asia, Global

About the Company : Wix.com Ltd. is an Israeli based software company whose headquarters are located in Tel Aviv. The company was founded in 2006 by Avishai Abrahami, Nadav Abrahami, and Giora Kaplan. The company mainly deals in cloud-based web development and assists customers in creating HTML5 websites and mobile sites through options like web templates, web editor, web builder, search engine optimization tools, logo maker, web hosting, and electronic mail marketing services. Other services offered by the company include the use of Wix developed software and third-party applications that allow users to complete activities like adding social plug-ins, conducting online marketing and e-commerce, creating community forums, engaging in e-mail marketing and creating contact forms. The company has offices located in Brazil, Ireland, USA, Canada, Ukraine, Germany, India, and Lithuania. As of June 2020, the company has over 180 million registered users from 190 countries across the world.

The website development tool of Wix is essentially free, with the company earning its revenues through upgrades to Premium accounts. The company has an employee count of around 3200 people. Endurance International, GoDaddy and Web.com are some of the primary competitors of the company. The mission statement of Wix.com reads, “To give everyone the ability, right, and opportunity to grow, succeed, make a meaningful impact and have fun doing it.” The USP of the company lies in the fact that it empowers anyone from anywhere with the ability to build a website from scratch.

Revenue :

USD 761.088 million – FY ending 31st December 2019 (y-o-y increase of 26.1%)

USD 603.704 million – FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Wix.com is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Robust and diverse portfolio of product mix 2. Strong and continuous history of product innovations 3. Continuous growth in financial parameters such as average Annual Revenue per Subscription (ARPS) 4. Well-built and efficient infrastructure for scalable and flexible operations 5. Guild team structure enhances employee accountability and accelerates learning 	<ol style="list-style-type: none"> 1. Heavy reliance on a specific component of revenue streams
Opportunities	Threats
<ol style="list-style-type: none"> 1. Entry into Japan by partnership with GMO Epsilon for enhanced payment solutions 2. Extensive promotional activities like partnering with Marvel to launch Wix Turbo 3. Intensive investments in R&D activities 4. Driving growth through product development 	<ol style="list-style-type: none"> 1. Impact of the recent outbreak of Covid-19 pandemic on business 2. Fluctuations in macroeconomic factors such as currency exchange rate

PESTLE Analysis :

The PESTLE Analysis for Wix.com is given below:

Political	Economical
1.Political instability affecting business such as platform access blocking in Middle East 2.Military obligations of personnel at times of hostilities such as Gaza Strip conflicts	1.Macroeconomic factor changes such as currency exchange rates impacting revenues
Social	Technological
1.Gradual increase in the digital landscape like increase in tendency towards APIs 2.Increased adoption of freemium model for customer acquisition	1.Entrepreneur-friendly platform with tools like Wix Fitness 2.Launch of website creation platforms 3.Transition into cloud-based platforms
Legal	Environmental
1.Subjected to data privacy and security laws and regulations like GDPR 2.Regulations for the protection of intellectual property	1.Focusing on building sustainable data centres

Please note that our free summary reports contain the SWOT and PESTLE table contents only.
 The complete report for **Wix.com** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



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