
S&P TEST

SWOT & PESTLE.com

DISCOVER FINANCIAL SERVICES SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Discover Financial Services

Company Sector : Banking and Financial Services, Payments

Operating Geography : United States, North America, Global

About the Company : Discover Financial Services, Inc is an American company providing financial services. It owns and operates Discover Bank and provides a lot of offerings like checking and savings account, personal loans, home equity loans, student loans and credit cards. It also owns and operates the Discover and Pulse networks, and owns Diners Club International. It was founded by Sears in 1985 and is currently headquartered in Illinois, United States. It aims to bring bank to the customer's fingertips allowing them to do banking whenever their need arises. The products are designed here keeping the customers in mind to help people achieve their goals. The company employed around 17,200 employees, early 2020.

The company strives to be the leading digital bank and payment services company. Discover Financial Services, Inc's mission statement reads "to help people spend smarter, manage debt better, and save more to achieve a brighter financial future". Discover Financial Services, Inc's vision statement reads "to be the leading direct bank and payments partner". Its values are "Doing the right thing", "Innovation", "Simplicity", "Collaboration", "Openness", "Volunteerism", "Enthusiasm", "Respect".

Revenue :

\$2,957 million – FY ending 31st Dec, 2019

\$2,742 million - FY ending 31st Dec, 2018

SWOT Analysis :

The SWOT Analysis for Discover Financial Services is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leading digital bank and payments partner with large number of services provided to customers 2. Strategic alliances with global partners. 3. Strong marketing programs for customers and merchants 4. Highly ranked in customer satisfaction 	<ul style="list-style-type: none"> 1. Discover industry underdog in terms of revenue amongst peers 2. Dependent on subsidiaries for payments, dividends, distributions 3. Transaction volume is concentrated among large merchants
Opportunities	Threats
<ul style="list-style-type: none"> 1. Increased acceptance worldwide through multiple partnerships 2. Use of technology and analytics to improve decision making 	<ul style="list-style-type: none"> 1. Highly competitive financial services market. 2. COVID-19 outbreak impacting payments volume in travel and restaurant industry 3. Merchants' increasing focus on fees by credit and debit card networks

PESTLE Analysis :

The PESTLE Analysis for Discover Financial Services is given below:

<p style="text-align: center;">Political</p> <p>1.Engagement in corporate political activity and lobbying</p>	<p style="text-align: center;">Economical</p> <p>1.Impact of deteriorating global economic condition 2.Impact of fluctuating interest rates</p>
<p style="text-align: center;">Social</p> <p>1.Millennials likely to outspend other generations thus increasing demand for credit cards 2.Increasing awareness of millennials about their credit standing 3.Recognized as best employer for Asian pacific Americans</p>	<p style="text-align: center;">Technological</p> <p>1.Consistently innovating with latest technology 2.Partnering with companies to implement AI based operations</p>
<p style="text-align: center;">Legal</p> <p>1.Compliance with various regulatory requirements in the heavily regulated business 2.Laws and regulations regarding consumer data protection are increasing</p>	<p style="text-align: center;">Environmental</p> <p>1.Initiatives to create a cleaner, greener world. 2.Involving employees in making more eco-friendly community</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Discover Financial Services** SWOT & PESTLE Analysis is a paid report at **21.53 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

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.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2025 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com