
S&P TEST

SWOT & PESTLE.com

INTUIT INC 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 : Intuit Inc

Company Sector : Fintech

Operating Geography : United States, North America, Global

About the Company : Intuit is an American business and financial software company headquartered in Mountain View, California, U.S. It was founded in 1983 by Scott Cook and Tom Prolux. It develops and sells financial, accounting, and tax preparation software and related services for small businesses, accountants, and individuals. Its products mainly include TurboTax, QuickBooks and Mint. It is a financial platform that gives everyone the opportunity to prosper. As of 2020, the company has more than 9,000 employees with 20 locations in 9 countries. Intuit TurboTax launched a new brand campaign “All People are Tax People” which showcases that all the things people accomplish each and every day is proof they can do their own taxes.

The company’s mission statement reads, “Powering prosperity around the world.” It is featured on People Magazine Companies to Work and Forbes America’s Best Employers for Diversity. Intuit’s USP or unique selling proposition lies in it being #11 on Fortune’s 100 Best Companies to Work For with its 50 million users around the world.

Revenue :

USD 7,679 million – FY ended 31st July 2020 (y-o-y increase of 13.2%)

USD 6,784 million – FY ended 31st July 2019 (y-o-y increase of 13%)

USD 6,025 million – FY ended 31st July 2018

SWOT Analysis :

The SWOT Analysis for Intuit Inc is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong technical capabilities with an AI-driven expert platform 2.Strong customer relationships owing to its trusted reputation 3.Consistent double-digit growth over consecutive years 4.Easy and accurate compliance capabilities 	<ul style="list-style-type: none"> 1.Failure in upgrading Mint post-acquisition 2.Non-cooperation with FBI's on website attack investigation 3.Intuit's tax business is highly seasonal
Opportunities	Threats
<ul style="list-style-type: none"> 1.Opportunity in consumer tax and SMB financial management software segment in the United States 2.International expansion to increase the total addressable market 3.Provide a connected ecosystem with business-critical offerings 4.Strong portfolio of five bets to accelerate growth 5.Virtual solutions increasingly expected and embraced 	<ul style="list-style-type: none"> 1.Aggressive competition in the business and financial software industry 2.Business segments subject to federal, state and international government regulations

PESTLE Analysis :

The PESTLE Analysis for Intuit Inc is given below:

Political	Economical
1.Lobbying with the government for third-party tax assistance	1.Impact of the tax reforms 2.Global economic slowdown affecting the financial state of companies
Social	Technological
1.Technological trends upon the advent of Industry 4.0 2.Disruptive impact of fintech on traditional finance-related companies 3.Money benefits and offerings matter more than ever	1.Adoption of AI-driven platform for the provision of financial services 2.Exponential growth in the POS software market
Legal	Environmental
1.Legal charges of customer scams to pay file taxes 2.Subjected to large number of government laws and regulations	1.Contributing to the global movement for corporate climate action 2.Lowering environmental footprint by becoming carbon neutral 3.Opting for renewable sourcing methods

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Intuit Inc** 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)2024 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