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PEARSON SWOT & PESTLE ANALYSIS

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Company Name : Pearson

Company Sector : Education and Publishing

Operating Geography : UK, Europe, Global

About the Company :

Pearson plc is 176 years old multinational company based out of United Kingdom. It was founded by Mr. Samuel Pearson in Yorkshire by the name of S. Pearson & Son. Since its inception, Pearson has been cornering whichever industry it entered, the former Pearson construction business which was shifted to London, England in 1890 was a renowned leading construction company globally. Later in 1920 as the company transformed into a publishing business it amplified itself to becoming the world's leading education company. Penguin Books of Pearson was merged with Bertelsmann, a German conglomerate. The company provides assessment, courseware and services. They provide content in different forms and via diversified channels like online services and books. In the year 2015, Pearson decided that they will shift their focus to education and learning only. It has its presence over 70 countries all over the world and having more than 20,000 employees as of early 2023. They have a purpose to help in progress of people by learning, they are shifting their focus from product centric approach to a learner's centric approach, in this approach they are trying to understand learner's need and build the platform accordingly. They envision for new Pearson learning platform on which learning future will be made. 'Content, assessment and services' form the 3 core competencies of Pearson presenting it with an edge over the competitors.

Pearson's mission statement states "To help people make progress in their lives through learning." The company's vision is "To have a direct relationship with millions of lifelong learners and to link education to the way people aspire to live and work every day. To shape the future of learning, we collaborate with a diversified group of partners". Pearson's USP or Unique Selling Proposition lies in being one of world's leading education company.

Revenue :

£ 3,428 million – FY ending 31st December 2021

£ 3,397 million – FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Pearson is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Offers connected services and one stop destination for their users 2.Wide range of product portfolio 3.Notable business growth across its key businesses 4.Strong brand recognition and reputation 	<ul style="list-style-type: none"> 1.Pearson has high employee turnover rates 2.High levels of debt may impact business expansion 3.Subject to fines for misleading investors
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increase in number of internet users globally 2.Increased usage of social media 3.Leveraging growth by focusing on digital initiatives 4.Strategic acquisitions to expand services 	<ul style="list-style-type: none"> 1.Technological advancements by competitors 2.Industry has intense rivalry and high threat of new entrants

PESTLE Analysis :

The PESTLE Analysis for Pearson is given below:

Political	Economical
1.Book publishers are benefitted from reduced tax rates 2.Intellectual property and copyrights regulations play a vital role in book publishing industry 3.Education funding deeply influenced by Changes in government policies and decisions	1.Economic crisis and cyclic market factors deeply affecting the publishing industries 2.Significant impact on revenues due to fluctuations in foreign exchange rates
Social	Technological
1.Growing interest towards higher education and increasing literacy rate	1.Online Learning an upward trend amidst pandemic 2.Enhanced Digital platforms weakening the demand of books 3.Increasing scope of Virtual Reality (VR) in education industry
Legal	Environmental
1.Involvement in a class action lawsuit Stringent regulations needed to eliminate piracy	1.Strong restrictions on carbon emissions 2.Increasing focus on environmental initiatives

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