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## MANPOWERGROUP SWOT & PESTLE ANALYSIS

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**Company Name :** ManpowerGroup

**Company Sector :** Workforce Solutions

**Operating Geography :** Milwaukee, Wisconsin, USA

**About the Company :** Manpower Inc. is the third largest staffing firm in the world headquartered in Milwaukee, Wisconsin. It provides administrative and support services, professional services and business services through its four primary brands: Manpower, Experis, Right management and Manpower group solutions. The company was co-founded by Elmer Winter and Aaron Scheinfeld in 1948 and then was incorporated in Delaware, opened offices in downtown Milwaukee and Chicago in June 1948. It has 2,700 offices in 80 countries around the globe with more than 30,000 employees working for it. The company announced a new global brand identity with a new logo, marketing materials, and advertising campaigns in 2006. The firm provides a comprehensive range of workforce solutions and services, and helps companies at varying stages in their evolution to increase productivity, improve strategy, quality and efficiency, and decreasing costs across their workforce in order to accomplish their business goals. Manpower Group's suite of creative workforce solutions and services includes: recruitment and assessment, training and development, career management, outsourcing and workforce consulting. In 2021, the company aims to strengthen its hiring intentions in 11 sector quarter-over-quarter. Manpower Inc. has been honored with the 3M Supplier of the Year Award in recognition of the company's contribution to achieving 3M's mission and improving the company's competitiveness.

Manpower Inc. 's Unique Selling Proposition or USP lies in it being the global expert on labor market, employment trend and a leading innovative workforce solution company. The company's mission statement reads, "Innovative workforce solutions, connecting human potential to the power of business".

**Revenue :**

US \$ 20.86 billion - FY ending 31st December 2019 (y-o-y growth of (negative) -5.2%)

US \$ 22.0 billion - FY ending 31st December 2018

## SWOT Analysis :

The SWOT Analysis for ManpowerGroup is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Globally recognized industry leader</li> <li>2.Connected Brands and World-Leading Offerings</li> <li>3.Robust portfolio of innovative workforce solutions and services</li> <li>4.Consistent revenue from the past ten years</li> <li>5.Leading position in strong markets</li> <li>6.Strong focus on training and development</li> <li>7.Strong performance and consistency across key financial pointers</li> </ul>	<ul style="list-style-type: none"> <li>1.Limited success outside manpower solutions</li> <li>2.Inconsistent returns on the invested capital for the past ten years</li> <li>3.No investment in R&amp;D</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Delivering new and value-added solutions to solve client's complex problems</li> <li>2.Mass layoffs in pandemic triggering demand for workforce solutions</li> </ul>	<ul style="list-style-type: none"> <li>1.Economic slowdown in Europe which is the major source of company's revenue</li> <li>2.Significant drop in hiring activities due to covid-19</li> <li>3.Operating in a highly competitive and fragmented environment</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for ManpowerGroup is given below:

Political	Economical
1.Impact of Brexit on staffing industry	1.Foreign exchange fluctuation has significant impact as major revenue comes from outside of USA 2.Global Economic conditions directly impact demand for workforce solutions
Social	Technological
1.Empowering women in the industry by eliminating gender discrimination 2.Forming alliances with its competitors 3.Investments in order to close skill gaps	1.Strong social media presence 2.Technological advancement by the competitors
Legal	Environmental
1.Defined code of conduct clearly suggesting all the policies 2.Allegation of racism by one of its employees, Alex Pollock	1.Shifting towards a low carbon-economy to reduce environmental impact 2.Active engagement in environmental initiatives

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The complete report for **ManpowerGroup** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



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**[support@swotandpestle.com](mailto:support@swotandpestle.com)**