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FACEBOOK SWOT & PESTLE ANALYSIS

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Company Name : Facebook

Company Sector : Social Networking, Technology

Operating Geography : North America, United States, Global

About the Company : Facebook was started in the year 2004 by Mark Zuckerberg, Eduardo Saverin, Andrew McCollum, Dustin Moskovitz, and Chris Hughes. It's a profit organization headquartered in Menlo Park, United States which provides social networking and online social media platform for users across the globe to connect with each other. Started in 2004, by Mark Zuckerberg, along with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes, the website restricted its membership to Harvard students only. Now it has a global user base and can be accessed via a wide spectrum of devices with Internet connectivity, such as desktops, laptops and tablet computers, and smartphones. The Company's products include Facebook, Instagram, Messenger, WhatsApp and Oculus.

This American social media giant enables people to connect, share, discover and communicate with each other and employs various forms of engagement, including News Feed, which displays an algorithmically-ranked string of stories and advertisements customized for individuals. Facebook first launched its IPO in 2012, valuing the company at \$104 billion, the largest valuation to date for a newly listed public company. With approximately 60,654 employees, as of early March 2021, Facebook provides a platform to people to stay connected with each other, stay abreast with the most updated happenings in the world and to share what matters to them. Facebook's mission statement reads "Our mission is to give people the power to build community and bring the world closer together." Facebook Inc.'s USP or unique selling proposition lies in being one of the largest social media companies of the world helping people to share, express, discover, learn and connect and having the power to transform the world.

Revenue :

US \$85.96 billion – FY ending 31st December 2020 (y-o-y growth of 22%)

US \$70.69 billion – FY ending 31st December 2019 (y-o-y growth of 26.61%)

SWOT Analysis :

The SWOT Analysis for Facebook is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Healthy balance sheet with strong financials 2. Substantial Global presence with a large base of consumers 3. Unlimited potential in terms of integration with other applications 4. User addictive interface 5. Excellent employer branding and Employee value proposition. 6. Extreme value added services for customers 	<ul style="list-style-type: none"> 1. Advertising is the only major revenue source 2. User privacy and security scandals 3. Negative publicity and dented company reputation 4. Crackdown on third party apps
Opportunities	Threats
<ul style="list-style-type: none"> 1. High potential innovation and venturing into uncharted territory 2. Enhancement of mobile advertising market with supporting tools 3. Venturing into augmented reality and artificial intelligence 4. Instagram capturing the attention of masses 5. Offering loans to small businesses in India 	<ul style="list-style-type: none"> 1. Uncertain user loyalty 2. Governments banning Facebook usage 3. Personal data security breaches 4. Instagram caught in the ire of fake fashion products 5. Pressures on the Company to curb user engagement 6. Failure of the company to control fake news problem

PESTLE Analysis :

The PESTLE Analysis for Facebook is given below:

Political	Economical
1. Political regulations leading to ban in lucrative global markets such as China 2. Association with companies engaged in political campaigns to hurt reputation	1. Digital innovation to drive the global economy and advertisement spending
Social	Technological
1. Addiction to social media usage 2. Age bar on social media accounts 3. Social Media profile turning into a self-brand passport 4. Strong customer retention capabilities	1. Virtual Reality to transform the future of social media
Legal	Environmental
1. Embroilment in data scandal marred Facebook's reputation 2. European Union's GDPR to set increase data privacy implications 3. Antitrust concerns creating uncertainties in business	1. Operational initiatives for sustainability and climate change control

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