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WIRECARD AG SWOT & PESTLE ANALYSIS

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Company Name : Wirecard AG

Company Sector : Financial Services

Operating Geography : Germany, Europe, Global

About the Company : Wirecard AG is a German financial services provider company. It is headquartered in Aschheim, Munich. It was founded in 1999. The company is well known for its services like electronic payment transaction, risk management, issuing and processing of physical and virtual cards. It serves in around 26 locations. As of 2020, it employed 5300 employees and served 279,000 customers. The company operates one of the fastest growing digital platforms of the world in financial commerce. It offers its clients and customers value added services for digital payments: online, mobile and at the point of sale.

The company drives its long-term development with vigor, passion and vision. It is fervent about shaping the future of digital payment solutions.

Revenue :

EUR 2016.2 million – FY ending 31st Dec, 2018

EUR 1488.6 million – FY ending 31st Dec, 2017

SWOT Analysis :

The SWOT Analysis for Wirecard AG is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Unique global license framework 2.Partnership with many significant brands 3.Strong focus on research and development 	<ol style="list-style-type: none"> 1.Controversies about accounting principles. 2.Involvement in multiple litigations 3.Euro 3.5 billion scandal leading to bankruptcy
Opportunities	Threats
<ol style="list-style-type: none"> 1.Market entry into China. 2.Growing demand for cashless world. 3.Generate new business models. 	<ol style="list-style-type: none"> 1.Highly competitive market. 2.Impact of COVID-19 outbreak.

PESTLE Analysis :

The PESTLE Analysis for Wirecard AG is given below:

<p style="text-align: center;">Political</p> <p>1.Uncertainty related to Brexit.</p>	<p style="text-align: center;">Economical</p> <p>1.Impact of deteriorating global economic condition.</p> <p>2.Impact of fluctuating exchange rate and interest rates</p>
<p style="text-align: center;">Social</p> <p>1.Increasing adoption of digital adoption by customers.</p>	<p style="text-align: center;">Technological</p> <p>1.Launch of first payment app with fully digital neon-bank services.</p>
<p style="text-align: center;">Legal</p> <p>1.Impact of regulation changes in the heavily regulated business.</p> <p>2.Involved in multiple lawsuits time and again.</p> <p>3.Consumer data protection and impermissible publication and modification of data.</p>	<p style="text-align: center;">Environmental</p> <p>1.Environmentally friendly mobility solutions.</p> <p>2.Independent from natural resources and offer minimal ecological footprint.</p>

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Client Support:
support@swotandpestle.com