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THE CHARLES SCHWAB CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : The Charles Schwab Corporation

Company Sector : Financial Services

Operating Geography : United States, North America, Global

About the Company : The Charles Schwab Corporation is a global financial services firm based in the United States. It provides retail and institutional clients with finance, investment banking, an electronic trading platform, and wealth management advisory services. The company is headquartered in Westlake, Texas, U. S. As of 2021, the company leverages the talent of 32,000 employees. The company was established in California in April 1971 as First Commander Corporation, a wholly-owned subsidiary of Commander Industries, Inc., to provide conventional brokerage services and publish the Schwab investment newsletter. The business name was changed to Charles Schwab & Co., Inc. in 1973. The company has more than 360 locations, many in financial hubs in the United States and the United Kingdom. Via its operating subsidiaries, the Charles Schwab Corporation offers a wide range of brokerage, finance, and financial advisory services. Charles Schwab & Co., Inc., the company's broker-dealer division, provides investment services and products, including Schwab brokerage accounts. Charles Schwab Bank, the company's banking subsidiary, offers deposit and lending services and products. Schwab was rated a Top Broker in the 2020 and 2021 Investor's Business Daily Best of the Online Brokers Survey. In 2021, Charles Schwab was selected as one of the FORTUNE Top 50 'World's Most Admired Companies.

The Charles Schwab Corporation's Unique Selling Proposition or USP lies in it being the world's third-largest asset manager and the 13th largest financial entity in the United States. The Charles Schwab Corporation's vision statement reads, "At Charles Schwab, our vision is to be the most trusted leader in investment services".

Revenue :

US\$ 11.69 billion – FY ending, 31st December, 2020

US\$ 10.72 billion – FY ending, 31st December, 2019

US\$ 10.13 billion - FY ending, 31st December, 2018

SWOT Analysis :

The SWOT Analysis for The Charles Schwab Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Large number of services provided to customers 2.Ranked as top place to work 3.Growing number of clients entrusting Charles Schwab with their assets 4.Large size and economies of scale 5.Great operating efficiency and operating structure 6.TDA integration to build a retail leader with a compelling fusion of advice, trading, and relationships 7.Strong brand recognition and service culture 	<ul style="list-style-type: none"> 1.Reliance on outsourced service providers for key functions
Opportunities	Threats
<ul style="list-style-type: none"> 1.Leveraging acquisitions to serve the clients better 2.Well-positioned to benefit from next decade investment themes 	<ul style="list-style-type: none"> 1.Highly competitive financial services market 2.Impact of COVID-19 outbreak

PESTLE Analysis :

The PESTLE Analysis for The Charles Schwab Corporation is given below:

Political	Economical
1.Equities market impacted by US-China trade war	1.Impact of deteriorating global economic condition 2.Impact of fluctuating interest rates
Social	Technological
1.Recognized as best place to work for in many places 2.Leap in digital adoption to stick post-Covid	1.Digital transformation by leveraging advanced technology 2.Availability of automated income solutions 3.Scaling technology in support of sustained growth
Legal	Environmental
1.Subject to extensive regulation by governmental agencies 2.Committed towards protecting consumer data	1.Initiatives to develop a sustainable real estate. 2.Initiatives to reduce environmental impact through internal operations

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Client Support:
support@swotandpestle.com