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## DROPBOX INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Dropbox Inc.

**Company Sector :** Information Technology, Cloud Storage

**Operating Geography :** United States, North America, Global

**About the Company :** Dropbox is a file hosting service provided by Dropbox, Inc., a California-based company that provides cloud storage, file synchronisation, personal cloud, and client applications. The company is headquartered in San Francisco, United States. In 2007, Dropbox was created as a startup company by MIT students Drew Houston and Arash Ferdowsi, with seed funding from seed accelerator Y Combinator. Dropbox has desktop and mobile applications for Microsoft Windows, Apple macOS, and Linux, as well as mobile apps for iOS, Android, and Windows Phone. It also has a web-based GUI. Dropbox operates on a freemium business model, in which users can sign up for a free account with a limited amount of storage and then upgrade to a paid subscription for further storage and functionality. Users of Dropbox Basic get two gigabytes of free storage. Dropbox Plus subscribers get two terabytes of storage space, as well as advanced sharing controls, remote scrub, and the Extended Version History add-on. In March 2021, Dropbox Inc. announced the completion of its acquisition of DocSend, a stable document sharing and analytics business with over 17,000 customers. Customers across industries will benefit from the combination of Dropbox, HelloSign, and DocSend, which will help them handle end-to-end document workflows, from content collaboration to sharing and e-signature, allowing them greater power over their business outcomes.

Dropbox Inc.'s Unique Selling Point or USP lies in it being the world's first smart workplace, with over 600 million registered users in 180 countries, allowing individuals and teams to concentrate on what matters most and to design a more enlightened way of operating. Dropbox Inc.'s vision statement reads, "To provide transformative services that transform the way people work."

**Revenue :**

USD 1,913.9 million - FY ending 31st December 2020 (y-o-y growth 15.2%)

USD 1,661.3 million - FY ending 31st December 2019

**SWOT Analysis :**

The SWOT Analysis for Dropbox Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Open and thriving ecosystem of Dropbox keeps users loyal and makes products more desirable</li> <li>2.Robust technology infrastructure and operational efficiency</li> <li>3.Unique product features of Dropbox differentiates it from the competitors</li> <li>4.Large user base of Dropbox leading to substantial number of paid users</li> </ul>	<ul style="list-style-type: none"> <li>1.Strong dependence on paid users who generate 90% of the revenue</li> <li>2.The business is vulnerable to data security breaches and cyber attacks</li> <li>3.Overdependence on third-party datacenters and infrastructure for daily operations is vulnerable to disruptions</li> <li>4.Declining revenue growth rates over the years and the history of net losses</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Reducing prices for cloud storage and rise in digitization promises long term growth of Dropbox Inc.</li> <li>2.Internet penetration is rising globally leading to new users gaining access to Dropbox's services</li> </ul>	<ul style="list-style-type: none"> <li>1.Intense competition with tech giants like Google and Microsoft offering similar solutions</li> <li>2.Increased focus on Data privacy laws limits growth of Cloud Storage in future as operational costs increase</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Dropbox Inc. is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1. Different regions have different data storage laws that need to be followed</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1. Impact of COVID-19 on Dropbox Inc. and the job cuts due to it</p>
<p style="text-align: center;"><b>Social</b></p> <p>1. Remote management and unstaffed data centres are more likely to take centre stage in the future</p> <p>2. Rising internet penetration in developing markets is increasing the user base for cloud storage</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1. Digitisation and move towards IoT in all industries increases need for cloud storage</p> <p>2. Shifting from use of hard disk drives (HDD) to Solid state drives (SSD) in data centres</p> <p>3. Cyber-attacks and data breaches need to be checked regularly by Dropbox</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1. Improving standards for data protection and data privacy laws</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1. People are aiming for low carbon footprint data centres which may require need for innovation and investments</p> <p>2. Data centres require on site power generation facilities and are going greener</p>

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