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GODADDY INC. SWOT & PESTLE ANALYSIS

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Company Name : GoDaddy Inc.

Company Sector : Internet & IT, Information Technology

Operating Geography : United States, North America, Global

About the Company : GoDaddy Inc. is an American publicly traded Internet domain registrar and web hosting company headquartered in Scottsdale, Arizona and incorporated in Delaware. It was founded in 1997 by entrepreneur Bob Parsons. GoDaddy is the world's largest and trusted domain registrar that empowers people with innovative ideas to succeed online. It not only offers a platform to build a website but also provides hosting plans for the sites which keep it quick, secure and online. It is an all-in-one solution provider to get ideas accessible, supported with expert, customised help from GoDaddy Guides. As of 2020, GoDaddy's 14 offices dot the globe, empowering 19 million plus entrepreneurs every day. GoDaddy launched a brand campaign that motivates people from all walks of life to "Make the World You Want" by pursuing their dreams and passion- no matter what obstacles lay before them. In 2019, GoDaddy won for Best Company for Women 2019, Best Company Culture 2019 and Best Professional Development 2019.

GoDaddy's mission statement reads, "We're empowering entrepreneurs to change the world if it doesn't quite fit them. To make their idea real. To grow it online. We help them do what they've been dreaming of and make the world they want." GoDaddy's vision statement reads "To radically shift the global economy toward life-fulfilling independent ventures. GoDaddy's USP or unique selling proposition lies in being a secure hosting platform, complete with cPanel, offering a 99.9% uptime guarantee and award-winning support with its tagline being, "Make Your Own Way."

Revenue :

USD 3,316 million – FY ended 31st December 2020 (y-o-y increase of 11%)

USD 2,988 million – FY ended 31st December 2019 (y-o-y increase of 12%)

USD 2,660 million – FY ended 31st December 2018

SWOT Analysis :

The SWOT Analysis for GoDaddy Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Global leader in serving the mass market of entrepreneurs 2.Serving a single technology platform that can be moulded for customized needs 3.Innovative and seamless customer-led offering driving share gains 4.Largest aggregations of paying small businesses and ventures in the world 	<ul style="list-style-type: none"> 1.Issues with quality and consistency of customer support
Opportunities	Threats
<ul style="list-style-type: none"> 1.Tapping into India data centre to tap local customers 2.Investing towards empowering the every-day entrepreneurs 3.Growth potential in immediately addressable TAM 4.Increasing usage of mobile marketing tools to drive growth 5.Increasing online gaming market to fuel growth in web applications 	<ul style="list-style-type: none"> 1.Potential risks posed by data security and privacy breaches 2.Threat from system failures and capacity constraints

PESTLE Analysis :

The PESTLE Analysis for GoDaddy Inc. is given below:

Political	Economical
1.Customer revolts originating from support for SOPA controversies 2.Political controversies related to neo-Nazi sites	1.Impact of fluctuations in foreign currency exchange rates
Social	Technological
1.Ever-evolving customer preferences for better accessibility 2.Growing trend of entrepreneurship across markets	1.Approach towards providing AI-driven experiences to small businesses 2.Dealing with providing new capabilities to the clients using technology
Legal	Environmental
1.Legal allegations for breach of contract and legal claims 2.Lawsuits related to job discrimination	1.Lowering the internet carbon footprint and the overall environmental impact

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