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THE ADECCO GROUP SWOT & PESTLE ANALYSIS

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Company Name : The Adecco Group

Company Sector : Human Resource and Employment Services, Consulting

Operating Geography : Switzerland, Europe, Global

About the Company : The Adecco Group headquartered in Zurich, Switzerland, is the Human Resources provider and temporary staffing firm featuring on the esteemed Fortune 500 list. In 1996, the business was established as a result of the merger of Ecco, a French firm, and Adia Interim, a Swiss firm, and is traded on the SIX Swiss Exchange. The Adecco Group owns Adecco, Modis, Spring Professional, Badenoch & Clark, Pontoon, General Assembly, Vetterly, Adia, and Lee Hecht Harrison, among other labels. The company offers temporary and permanent staffing, as well as job change and talent growth, business process outsourcing, and advisory services. The business serves organisations across the HR continuum, as well as individuals at all stages of their careers, as they act as a consulting firm and a solution distribution partner. Via its three specialist fields of Reskilling & Upskilling, Workforce Transformation, and Talent Placement, it focuses on employability, maximising talent and human resources. In 2021, the company announced that as part of a strategic phase shift, Modis, a leading global technology service provider, will combine IT+ engineering consultancy services from the Adecco Group brands Ajilon and Badenoch + Clark. This will expand capabilities and provide access to unrivalled expertise in technology and engineering.

The Adecco Group's Unique Selling Point or USP lies in being the world's leading workforce solution company, providing flexible and permanent placement and outsourcing across all sectors. The company's vision statement reads, "Our vision is to ensure that people across the globe are inspired, motivated, trained and developed to embrace the future of work. To be in environments where they are empowered to thrive, stimulated to succeed and given every chance to make their futures better and brighter than ever before".

Revenue :

Euro 23,427 million - FY ending 31st December 2019 (y-o-y decline, 1.84%)

Euro 23,867 million - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for The Adecco Group is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Offering a wide spectrum of end-to-end HR solutions (including up/reskilling) 2. Most comprehensive portfolio of digital HR platforms 3. Strong and differentiated brands driving efficiency 4. Better placed among competitors due to large size being second largest in the world 5. Employing enhanced digital tools and balanced fiscal management resulted in consistent profits 6. Proved rewarding for shareholders YoY 	<ol style="list-style-type: none"> 1. Revenue Sources are concentrated 2. Increment in debt to equity may put stress on financials.
Opportunities	Threats
<ol style="list-style-type: none"> 1. Spike in outplacement by organizations due to Covid-19 circumstances 2. Adecco has a large market chunk to tap in Euro 500 billion HR solution industry 3. Avenue to target companies having work-from-home model for upskilling and training the employees 4. Leveraging the Ventures and the brand ecosystem to create unique solutions: 5. Building skills to access opportunity 	<ol style="list-style-type: none"> 1. New lock-down in Europe and Americas can have repercussion on the growth prospects 2. With increase in cases of data and privacy leaks, Adecco to be more vigilant of personal information to avoid legal actions 3. Understanding the market of foreign jurisdictions is difficult

PESTLE Analysis :

The PESTLE Analysis for The Adecco Group is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Government of India introduction of Production Linked Incentive will boost employment in 10 sectors 2. Consistent decline in corporate tax rate cut in Europe 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Slow economic growth in Europe and America which accounts for Adecco's 80% of consolidated revenues 2. Interest rate near zero in Europe and America
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Allowing work from home by companies can bring new business opportunities for Adecco 2. Growth opportunity for Adecco in countries with larger younger population 3. Worldwide increase in labour population would require more employment avenues and consequently, boosts HR services industry 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Shift to virtual platforms like Zoom and Microsoft Teams has changed the way of rendering services by Adecco
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Stringent privacy and data security laws 2. Adecco is committed to ethical code of conduct and labour rights 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Adecco is dedicated organization to Carbon neutrality by 2030 2. Adecco is assisting clients in their environment targets

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