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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, Vettery, 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
1.Offering a wide spectrum of end-to-end HR	1.Revenue Sources are concentrated
solutions (including up/reskilling)	2.Increment in debt to equity may put stress on
	financials.
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	
Opportunities	Threats
Opportunities 1.Spike in outplacement by organizations due	Threats 1.New lock-down in Europe and Americas can
1.Spike in outplacement by organizations due	1.New lock-down in Europe and Americas can
1.Spike in outplacement by organizations due to Covid-19 circumstances	1.New lock-down in Europe and Americas can have repercussion on the growth prospects
1.Spike in outplacement by organizations due to Covid-19 circumstances2.Adecco has a large market chunk to tap in	1.New lock-down in Europe and Americas can have repercussion on the growth prospects2.With increase in cases of data and privacy
 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 	1.New lock-down in Europe and Americas can have repercussion on the growth prospects2.With increase in cases of data and privacy leaks, Adecco to be more vigilant of personal
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 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 	 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
 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 	 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
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PESTLE Analysis :

The PESTLE Analysis for The Adecco Group is given below:

Political	Economical
1.Government of India introduction of	1.Slow economic growth in Europe and
Production Linked Incentive will boost	America which accounts for Adecco's 80% of
employment in 10 sectors	consolidated revenues
2.Consistent decline in corporate tax rate cut	2.Interest rate near zero in Europe and
in Europe	America
Social	Technological
1.Allowing work from home by companies can	1.Shift to virtual platforms like Zoom and
bring new business opportunities for Adecco	Microsoft Teams has changed the way of
2.Growth opportunity for Adecco in countries	rendering services by Adecco
with larger younger population	
3.Worldwide increase in labour population	
would require more employment avenues and	
consequently, boosts HR services industry	
Legal	Environmental
1.Stringent privacy and data security laws	1.Adecco is dedicated organization to Carbon
2.Adecco is committed to ethical code of	neutrality by 2030
conduct and labour rights	2.Adecco is assisting clients in their
	environment targets

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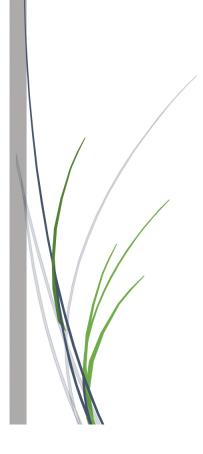


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