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## MACQUARIE GROUP SWOT & PESTLE ANALYSIS

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**Company Name :** Macquarie Group

**Company Sector :** Banking and Financial Services

**Operating Geography :** Australia and NZ, Global

**About the Company :** Macquarie Group Limited established in 1969 is an Australian based global financial services company. Macquarie has offices in 28 countries across the globe and employs over 14000 people. It has total assets of \$A182.9 billion as on March 2017. Macquarie's range of expertise includes financial and equity advisory, trading, portfolio management and financing and retail financial services.

**Revenue :**

Operating income of \$ A 10.36 billion - 31st March 2017 (up 2% from FY16)

**SWOT Analysis :**

The SWOT Analysis for Macquarie Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Diversified business portfolio across financial services segments</li> <li>2.Strong business performance in FY17</li> <li>3.Transparency and corporate governance</li> </ul>	<ul style="list-style-type: none"> <li>1.Pressure on credit ratings</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Opportunities in financial services segment</li> <li>2.Improving global markets to increase demand for banking and financial services</li> <li>3.Geographical expansion in developing economies</li> </ul>	<ul style="list-style-type: none"> <li>1.Frauds and fines impact profitability and reputation</li> <li>2.Regulatory lapses to hit the group's bottom-line</li> <li>3.Stiff competition from global and domestic players</li> <li>4.Online security infiltration's and malware attacks</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Macquarie Group is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. Brexit coupled with weak GBP to impact Macquarie's UK business</li> <li>2. Warm trade relations with China to bring up multiple opportunities</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Global financial markets expected to improve on back of stable oil prices</li> <li>2. Fiscal reforms to reduce compliance and regulation costs</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Macquarie's commitment to workplace diversity ensures it meets needs of all its clients and employees.</li> <li>2. Changing consumer mind-set towards financial services</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Big data and information analytics to be a game changer for Macquarie</li> <li>2. Convergence of digital channels and technology modernisation</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Legal battles and settlements may result in severe penalties</li> <li>2. Regulatory lapses resulted in increased costs and compliance measures</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Commitment to investment in low carbon initiatives</li> <li>2. Signatory to Carbon Disclosure Project (CDP)</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

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