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ACCENTURE SWOT & PESTLE ANALYSIS

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Company Name : Accenture

Company Sector : Information Technology and Consulting Services

Operating Geography : Europe, Ireland, Global

About the Company : Accenture is a global professional services company and provides strategy, consulting, digital, technology and operations services. It has been incorporated in Dublin, Ireland, since 2009. Its five main businesses are —Accenture Strategy, Accenture Consulting, Accenture Digital, Accenture Technology and Accenture Operations. Accenture Technology Vision 2017 Forecasts a Future of Technology for People, by People Rapid acceleration of human-centric technology in AI, digital ecosystems and marketplaces will empower people, drive transformation of business and society.

Revenue :US \$34.9 billion – FY ending Aug. 31, 2017

SWOT Analysis :

The SWOT Analysis for Accenture is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Global delivery model 2.Strong workforce 3.Leading with research & innovation 4.Long term relationship with key accounts. 5.Effective marketing & branding strategy 	<ol style="list-style-type: none"> 1.Organisational challenges due to the size 2.Majorly known as a consulting firm 3.Favors large sized projects
Opportunities	Threats
<ol style="list-style-type: none"> 1.Growth of enterprise mobility solutions 2.Convergence of communications, computing and content 3.Strategic acquisitions to strengthen capabilities and drive growth 	<ol style="list-style-type: none"> 1.Volatile, negative or uncertain economic conditions 2.High attrition rate 3.Competitive markets 4.Cybersecurity and other risks

PESTLE Analysis :

The PESTLE Analysis for Accenture is given below:

Political	Economical
1.Impact of Brexit on Accenture's operations	1.Growth in government allocations for smart city projects globally
Social	Technological
1.Adoption of automation and digital technologies	1.Growing trend of digitalization across industries 2.Impact of automation on operations 3.Acquisitions to enhance technology and domain competency
Legal	Environmental
1.Overhauling of the work visa programs 2.Criticism and negative publicity for Accenture's Irish incorporation	1.Committed to reduction of carbon footprint and greenhouse emissions

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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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