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PARSONS CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Parsons Corporation

Company Sector : Information technology

Operating Geography : United States, North America, Global

About the Company : Parsons Corporation is an American Information Technology company, headquartered in Centreville, Virginia and was founded in 1944 by Ralph M. Parsons. Parsons provides its services in the defense, intelligence and critical infrastructure markets. Its products include cybersecurity, intelligence, missile defense, C5ISR (Command, Control, Computers, Communications, Cyber, Intelligence, Surveillance, and Reconnaissance), space, geospatial, mobility solutions and connected communities. These services are offered to federal, regional and local government agencies as well as private organizations. The products and services offered by the company facilitate customers in various fields including management, procurement, consulting, and security. Parsons has two business segments Federal Solutions and Critical Infrastructure. While Federal Solutions provide advanced technology solutions to U.S government, Critical Infrastructure provides integrated design and engineering services for infrastructures around the world. As of December 2020, Parsons had approximately 15,500 employees in 25 countries in which it operates. In June 2021, it announced its plan to acquire BlackHorse Solutions, a digital security firm, for approximately \$203 million.

Parsons Corporation's unique selling proposition or USP lies in delivering innovative technologies to defense, intelligence and critical infrastructure markets around the world. Parsons Corporation's mission statement reads, "Delivering innovative infrastructure, defense, and security solutions to enable a sustainable, safer, smarter, and connected world."

Revenue :

US\$ 3.91 billion - FY ending 31st December 2020 (y-o-y growth -1%)

US\$ 3.95 billion - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Parsons Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leading provider of technology-driven solutions in the defense, intelligence and critical infrastructure markets. 2. Continuous technological innovations to meet changing consumer needs 3. Strong financial performance 4. Strategic acquisitions leading to increase in technical offerings. 	<ul style="list-style-type: none"> 1. Heavy dependence on U.S. federal government and its agencies. 2. The company is highly indebted 3. Allegations of patent infringement leading to a lawsuit.
Opportunities	Threats
<ul style="list-style-type: none"> 1. Expanding global cybersecurity market. 2. Increase in urbanization creating demand for smart cities. 3. Increase in the US Defense spending will create opportunities for the company. 4. Global infrastructure needs replacement and technology-driven upgrades. 	<ul style="list-style-type: none"> 1. Changes in government spending could adversely impact the revenue of the company. 2. Full value of the backlog may not be realized resulting in lower than expected revenues. 3. Subject to reviews and audits by the US Government. 4. The company operates in a highly competitive industry

PESTLE Analysis :

The PESTLE Analysis for Parsons Corporation is given below:

<p style="text-align: center;">Political</p> <p>1.Acts of terrorism, political and civil unrest in the Middle East and neighboring regions adversely impacts the company.</p> <p>2.Joe Biden's infrastructure plan is expected to positively impact the company</p>	<p style="text-align: center;">Economical</p> <p>1.Seasonality in the order and payment cycle of the government.</p> <p>2.Growing U.S. national debt increases pressure on the U.S. government to reduce federal spending.</p> <p>3.Increase in the tax liability</p>
<p style="text-align: center;">Social</p> <p>1.Increase in the number of malicious actors in the cybersecurity area.</p> <p>2.Customers are actively seeking technology-enabled solutions to enhance their operations and asset</p>	<p style="text-align: center;">Technological</p> <p>1.Leveraging technology to meet customer needs and for growth of business.</p> <p>2.Role of AI and digital transformation in cybersecurity and space</p>
<p style="text-align: center;">Legal</p> <p>1.Subject to the Cybersecurity Maturity Model Certification by the U.S. Department of Defence</p>	<p style="text-align: center;">Environmental</p> <p>1.Increased focus towards recycling of paper</p>

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