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J P MORGAN CHASE SWOT & PESTLE ANALYSIS

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Company Name : J P Morgan Chase

Company Sector : Banking and Financial Services

Operating Geography : United States, North America Global

About the Company : JP Morgan Chase established in 1968 is a global financial services company providing solutions in the fields of investment banking, markets, securities, treasury services, asset management, private banking, merchant services, wealth management and commercial banking to companies and governments in more than 100 countries. Under the JP Morgan and Chase brands, the firm serves millions of customers in the US, as well as many prominent global corporate, institutional and government clients. The firm has over 271,000 employees globally, with over 170,000 in the United States as of early 2022. JPMorgan Chase had \$3.7 trillion in assets and \$294.1 billion in stockholders' equity as of December 31st, 2021.

Revenue :

US\$121,649 million – FY ending December 31st 2021 (year-on-year growth of 1.33%)

US\$119,951 million – FY ending December 31st 2020 (year-on-year growth of 3.98%)

US\$115,399 million – FY ending December 31st 2019 (year-on-year growth of 6.08%)

US\$108,783 million – FY ending December 31st 2018

SWOT Analysis :

The SWOT Analysis for J P Morgan Chase is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Good financial management with a fortress balance sheet 2.Delivering broad-based capabilities 3.Strong brand image globally 4.Strong focus on technology 5.Sound business decisions made by the management 	<ul style="list-style-type: none"> 1.Higher operational costs than industry standards 2.Technical glitches and security issues in online systems
Opportunities	Threats
<ul style="list-style-type: none"> 1.Optimistic forecast for wealth management businesses 2.Rise of social media 3.Rising mobile phone penetration 4.Blockchain and crypto currency 	<ul style="list-style-type: none"> 1.Data privacy and cyber security risks 2.Fallout of Brexit 3.Increasing competition in finance business segment from technology giants

PESTLE Analysis :

The PESTLE Analysis for J P Morgan Chase is given below:

Political	Economical
1. Corporate influence over public policy in USA 2. Impact of Brexit on operations 3. Growing geopolitical tensions and uncertainty around American global leadership	1. Growth in emerging economies 2. Increasing debt levels in United States and globally
Social	Technological
1. Social media networking 2. Increasing usage of mobile phones	1. Rise in usage of blockchain technology 2. Artificial intelligence in BFSI segment
Legal	Environmental
1. Challenges due to money laundering 2. Data privacy laws and related risks	1. Solutions for low carbon economy

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