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Analysis and Evaluation

Executive Summary

Businesses and organisations will be required to take a number of precautions and they may need to make a number of changes to their business operations. There are different concerns over the virus, it is difficult to predict what effect this could have on any particular organisations. It can also be difficult identifying just who may need to concern themselves with Covid-19 because it could affect both employees and customers. The report will focus on developing idea regarding the external and internal environment of Accenture after the global pandemic.

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Introduction

In recent months, a new pandemic has emerged that is being called Covid-19. This virus has been found in Europe and there have been cases reported in the UK. On top of all the issues, businesses are also subject to changes because of the way they work now. The nature of business has changed over time because electronic technology is now commonplace. Accenture is one such organisation that was affected by the pandemic. Covid-19 affected the way they worked. Accenture deals with a number of customers and this meant that they had to ensure that their employees who were working abroad could carry out their duties without passing on any infection or risk of contamination. Therefore, the following report will focus on the impact of the global pandemic on the marketing process and environment of the business of Accenture.

Organisational overview: Accenture Business

The company was formed by Anthony J. White on May 2nd 1979. Accenture is a global business services company with around 400,000 people working across the globe. It offers a number of services including consulting, application management, high-technology systems integration, business process outsourcing and shared services. The organisation worked with over 2,500 clients in 2009 including Dell, UPS, Motorola and KPMG. They had strong client relationships with strong client retention rates which contributed to their overall success. Accenture's revenue rose by 34% in the half-year period between January and June compared to the previous year. This was partly due to an increase in their consulting service lines which rose by 20% during the same period of time (Opatha, 2020). Accenture has around 380 offices in 53 countries which are mainly based in North America, Europe and Asia. Europe is the key region for Accenture's

business with over 70% of their revenue being generated from Europe. At the end of 2010, Accenture had 120 people working with them in London, but this rose to 270 by the end 2011.

The major marketing process of the organisation is to detect the needs of the customers to be relevant in the competitive market among the customers.

Impact of Covid-19 On Accenture

In recent times, Accenture's IPO on the New York Stock Exchange had been on a steady rise. The company is one of the largest consulting firms in the world and they have around 400000 employees around the globe. Their business operations have been expanding steadily since their founding in 1979 which has seen them expand from a firm based only in the USA to a firm which has operations across many countries including Europe and Asia. The company is also involved with quality inspection, process design and system integration.

However, the Covid19 has different kinds of impacts on the organisation, which are going to be discussed in the following study. Understanding these impacts are important for the organisation to improve in the future.

1. Impact on Business Strategy

Accenture faced with problems due to Covid-19 if it has an effect on the way that they run their business. For example, it has faced the issue, that their personnel are unable to carry out their duties at home (Opatha, 2020). Some of Accenture's employees become sick when they are abroad which could cause Accenture to lose money because of its impact on productivity. Accenture also has many clients who may be affected by Covid-19 so the company will need to ensure that they keep these clients happy by improving their customer management strategies.

2. Impact on morale Of Employees

Accenture is a firm which places a lot of importance on the welfare of its employees and it wants its employees to remain healthy in order for them to be able to work effectively. Accenture may

experience problems when it is faced with employees who are unable to work in order to protect themselves from Covid-19. Accenture will need to ensure that they come up with a plan in order to support their employees in the event of this happening. The company may also experience problems if it has to close certain regional offices. Accenture's employees will need to keep in touch with one another and provide updates on the situation and discuss possible solutions (Opatha, 2020).

When it comes to working abroad, employees need to be aware of the possible dangers. For example, people who are not used to travelling for business may run into problems when they contract Covid-19 while they are abroad. Accenture needs to ensure that it has procedures in place for handling any workers or clients that may be affected by Covid-19. It is possible that the firm's clients might also face problems because of Covid-19. They will need support if their staff are unable to work because of this virus so Accenture will need to ensure that all their clients have access to the latest updates on the virus and its potential impact on them.

4. Impact on Operations

Accenture needs to ensure that its clients and staff are protected while it is faced with problems. It can hire additional personnel and set up new offices and facilities if the need arises. It will also make sure that it has enough employees who understand how to handle the infection so they can continue to maintain their operations (Zhang, 2020).

Impact of Covid-19 on Accenture's business may have an adverse effect on their overall performance. If they are not able to carry out their usual tasks because of the high rate of

employee absenteeism, this may cause problems for them because of reduced productivity which will affect their ability to generate revenue.

5. Impact on Resourcing

Accenture may have problems in dealing with Covid-19 if it has an impact on the way that they source their employees. Employees who are exposed to Covid-19 while carrying out their duties may be unable to work and they will need to find alternative employment which will be difficult for them because of the period of time that it will take. This could mean that Accenture has fewer available workers which will make it even more difficult for them to operate efficiently (Hameed, 2021).

Accenture needs to ensure that it can continue to source workers and train them in order for them to maintain their operations while they are exposed to Covid-19 and all other potential threats and problems that they may face.

Internal SWOT Analysis

Strength

1. Global Delivery Model

Accenture operates in more than 200 countries which allow them to provide clients with the best solutions possible (Bottan, 2020). This is due to their global delivery model, flexibility and ability to manage risk properly. The firm's strengths are shown in their financial performance

which has grown over the past few years. They have managed to remain profitable throughout this period and this is largely due to the fact that they have managed their business well.

2. Effective Communication

Accenture has a good internal communication structure which helps them provide all their employees with information about Covid-19 as soon as it happens so they can make informed decisions regarding its potential impact on them (Amuda, 2020).

3. Strong Workforce

Accenture is a very successful firm and this is largely due to the fact that it has a highly competent workforce which can deliver to its clients on time and on budget. This makes the firm a success because of the quality of its services. It has a large number of employees who are able to offer their services on a global basis which allows them to provide quality financial, consulting and IT solutions for their clients.

4. Strong Focus on Legal Compliance

Accenture has been operating successfully for many years and they have been able to deliver their services with the utmost care when it comes to legal compliance issues. Employees are trained in order for them to be able to adhere to strict regulations while carrying on with their work on a daily basis (Sneader, 2020).

5. Effective Marketing and Branding Strategy

Accenture provides its clients with high quality professional services which are delivered in a timely manner. They have a highly successful brand which makes them very effective in terms of marketing their services to potential clients.

6. Effective Sales Strategy

Accenture has managed to generate a large amount of revenue from its diverse customer base over the years because they provide moderately priced, competitive solutions to their clients' needs (Kabadayi, 2020). This allows them to charge fair prices for their services and still be able to deliver them on time and in accordance with client requirements. The firm has strong relationships with many organisations in order for it to provide them with the best possible solutions that can save them money and improve their efficiency.

Weaknesses

1. Organisational Challenges Due to Size

Accenture's global delivery model may make it difficult for them to manage the workloads of their employees who are exposed to Covid-19. It may be difficult for them to allocate people to certain countries in order for them to assist with the problem and this could lead to delays in servicing their clients' needs (Karabag, 2020).

2. Lack of A Healthy Culture

One of Accenture's major weaknesses is that they do not have a highly professional culture which helps the firm work well with all its clients. They are not able to effectively deliver quality

services because of this which makes their clients feel dissatisfied with the quality of care that they are given by Accenture's employees.

3. Favors Large Size Projects

Accenture might lose potential clients in Covid-19 affected countries if they are not able to handle the situation well. This will be due to the fact that many firms in these countries may feel that Accenture does not have the necessary expertise in order for them to deal with this kind of emergency effectively (Ritter, 2020). This could lead to them losing valuable clients over time because of their inability to provide them with the level of service required by their industry. The company needs to ensure that they can work effectively with small and medium sized firms so they can be able to service their needs properly.

4. Majorly Known as Consulting Firm

Accenture's major focus is in providing consulting services to their clients and this may make it difficult for them to work effectively in Covid-19 affected countries. They are not able to provide quality services to their clients because they are more focused on the business side of things rather than on the technology that they are using (Mele, 2020). Their approach towards management makes them more interested in implementing solutions which will increase the efficiency of their client's businesses rather than providing them with solutions which will improve their overall performance.

Opportunities for Improvement

1. Growth of Enterprise Mobility Solutions

Accenture has been a key player in providing mobile solutions to their clients for some time now and they will continue to do so in the future. The firm has a major client base which is highly dependent on mobile solutions and this means that they will have a strong chance of being able to develop successful mobile applications that can be modified and delivered by Accenture employees over the next few years. This is a great opportunity for Accenture because it will allow them to set up their own mobile applications which will help them provide excellent customer service across the globe (Hasanat, 2020).

2. Convergence of Communication

Accenture has managed to communicate effectively with its clients over the years and this is largely due to the fact that they have managed to develop a well communicating internal structure. This has allowed them to improve the level of service they provide their clients because they are able to give them information quickly regarding potential problems that may occur in relation to Covid-19.

3. Effective Management

The current management team at Accenture has been able to establish strong relationships with many of their clients over time which means that they are able to provide their clients with an excellent level of service on a regular basis (Mukeshimana, 2021).

4. Drive Growth

Accenture's growth potential has been high for many years now and this will continue to be the case in the future as long as the firm continues to provide its clients with quality services on a

regular basis. The firm can implement a number of expansion plans in order to further improve their operations and improve their ability to deliver quality services over time.

Threats

1. Uncertain Economic Conditions

The economic downturn is considered to be one of the major reasons for the current state in which we find ourselves. However, there is a possibility that the economy may not improve in the future and this could finally lead to an economic recovery which does not benefit Accenture's client base. This could result in them facing a decline in client numbers over time which would reduce demand for their services (Hasanat, 2020).

2. High Attrition Rate

Accenture has a high turnover rate for many of its employees and this could potentially reduce the level of service that they provide to their clients. This is because if their employees are not able to stay with them long enough, this makes it difficult for them to develop strong relationships with their clients which can be a key component towards managing their expectations.

3. Competitive Markets

There are many competitors which could potentially compete with Accenture in the future and this can be a threat to their business. There are many firms that may decide that they need to offer better services than Accenture since this is a small firm that has been able to develop strong relationships with its clients over time. The firms that they compete with could purchase their

clients over time resulting in them having to downsize their operations or shut down due to poor financial performance which is very likely given the current economic conditions (Mukeshimana, 2021).

4. Cybersecurity and Other Risks

Cybersecurity is a serious threat to Accenture in the future and this will continue to be the case for them over time since they rely heavily on the information that they gather from their clients. Their clients are able to provide them with confidential information that can then be used for fraudulent purposes which will lead to loss of client confidence and client losses in times of crisis.

External PESTLE Analysis

Political

1. Impact of Government Lockdowns on Accenture

The government is currently at a stage in which it is trying to cut down on expenditure and the impact of this will definitely affect Accenture in the short term. This is because they will not be able to enjoy the same level of government support that they have been able to get in the past and this will make it difficult for them to manage their costs effectively.

2. Impact of Government Lockdowns on Clients

The government may be able to influence the level of support that they are able to receive from Accenture in the future (Palomares, 2021). The current economic conditions mean that there is an ongoing debate about whether the government should be providing firms with all of the benefits that they have been able to get in previous years. This will make it difficult for Accenture to continue receiving special treatment from their local government in relation to benefits and services.

3. Impact of New Regulations on Accenture

New regulations are being introduced across many industries at this time which means that they are likely to have a significant impact on Accenture's business operations in relation to the Covid-19 program (Cheng, 2021).

Economical

1. Effect of economic downturn on Accenture

The economic downturn has affected Accenture's business dramatically in the past and this is likely to continue to be the case in the future due to the fact that they are already suffering from shrinking revenue.

2. Effect of economic downturn on clients

The clients of Accenture are already suffering from reduced levels of income and this is likely to continue in the future given that their income will not improve in the upcoming years. This will make it difficult for them to manage their expenses effectively which could lead to financial problems down the road.

Social

1. Adoption of Automation and Digital Technologies

Accenture is likely to experience a decline in its customer support and this will be due to the fact that it relies heavily on the use of digital technologies in order to provide excellent customer service. Since there are many new technologies that can be used in order to improve this process, we may see an increase in the adoption of these technologies in the future and this will lead to a decline in their customer support (Kumarasiri, 2020).

Accenture has been able to evolve over time with regards to its current offerings and this has allowed it to improve its level of service provided for many years now.

Technological

1. Growing Trend of Digitalization

There is a growing trend towards digitalization in all industries and this will be the case for Accenture in the future since they are already facing many technological challenges. This will continue to affect them in the future due to the fact that they are not equipped with the latest technologies within their industry (Croucher, 2020).

There is a high level of pressure towards digitalization in all industries at this time and this will remain the case for Accenture over time since they are not prepared to meet these challenges.

2. Acquisitions to enhance technology

Accenture has been able to expand over the years by acquiring different firms which has allowed it to develop a much larger client base and larger technology infrastructure. This will remain the case for them going forward as they grow their technology infrastructure to meet the needs of their clients.

3. Impact of Automation on Operations

Accenture has been able to improve its operational efficiencies over time which has allowed it to be more profitable than it was in the past (Pieroni, 2020). The services that they provide them with very high levels of profitability but this is likely to decline in the future with the introduction of new technologies.

4. Impact of Cyberattack on Operations

These are always a threat to Accenture since they are not protected against cyber-attacks and this will continue to be the case for them in the future since their clients are using many technologies which could be used by cyber criminals in order to gain access.

Legal

1. Overhauling of the work visa programs

There are many changes that will come into place in relation to the work visa programs which could lead to a significant change in the way that Accenture conducts business. This will have a negative impact on their operations in the future because it will reduce their ability to engage with important clients.

New laws are being passed across the US which will have a negative impact on Accenture's operations because it could lead to them being forced to downsize or even be forced to close down completely (Chen, 2020).

2. Changing Regulations

The current economic conditions are making it difficult for firms to operate profitably and due to this they are being forced into changes within their operations which will have an impact on them long term.

3. Criticism and negative Publicity for Accenture's Irish incorporation

Accenture is expected to operate within the US and since they opened their Irish subsidiary in 2009, they have been forced into a lot of negative publicity due to the fact that they will not be able to pay their taxes which will lead them to be negatively impacted by this.

Environmental

1. Committed to reduction of carbon footprint and greenhouse emission

Accenture has been ranked by the Carbon Disclosure Project as one of the top 25 most sustainable corporations in the world (Sigcha, 2020). They have been able to reduce their greenhouse emissions and they are committed to continually improving on this area of their operations.

This is an area where Accenture has made great progress since they are already operating in a much more environmentally friendly manner than it was in the past.

2. Committed to eco-friendly practices

Accenture has adopted many eco-friendly practices within its operations at this time which is likely to be the case for them going forward as well unless it is forced into making changes due to new regulatory requirements that may come into place (Matovic, 2020).

Conclusion

Accenture has grown into one of the largest consulting firms in the world and it is expected to continue growing in size for many years to come. They are likely to experience some changes in their business over time due to the fact that the economic downturn is having a negative impact on them. These challenges will make it more difficult for them to continue growing at the pace that they have done thus far.

They are faced with many technological challenges which will force them into undertaking high levels of investment in order to be ready for any changes that may come into place within their industry. This will be positive down the road because they will be able to provide better service for many years but this could increase their expenses leading up until this point.

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