

# Prudential Financial Inc. – SWOT Framework Analysis

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## Abstracts

An US-based Fortune Global 500 and Fortune 500 company, Prudential Financial Inc., provides insurance and other financial services and products to both retail and institutional customers. The company operates throughout the US and also in over 30 countries. Primary products and services of the company include life insurance, mutual funds, annuities, pension and retirement related investments, real estate services, amongst others.

SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. It involves specifying the objective of the business venture or project and identifying the internal and external factors that are favorable and unfavorable to achieving that objective.

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective.

Aruvian Research analyzes Prudential Financial Inc. in a SWOT analysis and also provides a brief profile of the company in the report Prudential Financial Inc. – SWOT Framework Analysis. It is an in-depth analysis of the strengths, weaknesses, opportunities and threats that face Prudential Financial Inc. in the present-day business scenario.

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