

**Americian Express Company (AXP:NYSE) Strategic SWOT, PESTLE Analysis and Financial Insights - A 360 Review of Opportunities, Challenges and Risk, Corporate and ESG Strategies, Competitive Intelligence, Financial and Operational KPI's, and Recent Trends**

Company Report | 2024-07-12 | 117 pages | Quintel Research

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- Single User Price \$175.00
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**Report description:**

Report Summary

Americian Express Company (AXP:NYSE) Strategic SWOT, PESTLE Analysis and Financial Insights - A 360 Review of Opportunities, Challenges and Risk, Corporate and ESG Strategies, Competitive Intelligence, Financial and Operational KPI's, and Recent Trends Report is a comprehensive and easily accessible overview of Americian Express Company's business operations. It provides a detailed analysis of the company's financial and strategic standing, as well as its position in the industry compared to competitors. The report includes several key features to facilitate decision-making and provide insights into the company's performance.

The report begins with in-depth information about Americian Express Company including key insights, business segments, key executives, locations, products and services, historical events, corporate strategy, and management discussions. This section provides a solid foundation for understanding the company's key attributes.

Next, the report assesses Americian Express Company's strategic standing through various analyses. The ESG spotlight evaluates the company's environmental, social, and governance performance, providing insights into its sustainability efforts and ethical practices. The SWOT analysis examines the company's internal strengths and weaknesses, as well as external opportunities and threats. The PESTLE analysis evaluates the external factors impacting the company's operations and market environment. Additionally, By integrating these strategic analyses, the report offers a comprehensive understanding of Americian Express Company's overall strategic standing and supports informed decision-making and strategic planning.

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The report also covers American Express Company's financial analysis basis of latest income statement, balance sheet, and cash flow statement. Key financial ratios related to profitability, asset turnover, credit, market, and long-term solvency are outlined, providing guidance for investment decisions. Furthermore, the report compares American Express Company's financial parameters with those of its competitors, offering a unique analysis of the competitive landscape. This information helps manage the business environment and improve sales activities by gaining insight into competitors' operations.

Finally, the report includes recent news and deal activities undertaken by American Express Company enhancing awareness of the company's business trends, growth perspectives, and more.

### Key Highlights

American Express Company, along with its subsidiaries, operates as an integrated payments company across the United States, Europe, the Middle East, Africa, the Asia Pacific, Australia, New Zealand, Latin America, Canada, the Caribbean, and internationally. It operates through four segments: U.S. Consumer Services, Commercial Services, International Card Services, and Global Merchant and Network Services. The company's offerings include credit and charge cards, banking and other payment and financing products, network services, expense management products and services, and travel and lifestyle services. Additionally, it provides merchant acquisition and processing, servicing and settlement, point-of-sale marketing, information products and services for merchants, fraud prevention services, and the design and operation of customer loyalty programs. The company also operates airport lounges under the Centurion Lounge brand. It markets its products and services to consumers, small businesses, mid-sized companies, and large corporations through various channels, including mobile and online applications, affiliate marketing, customer referral programs, third-party service providers and business partners, direct mail, telephone, in-house sales teams, and direct response advertising. Founded in 1850, American Express Company is headquartered in New York, New York.

### American Express Company in the News:-

- 28-Mar-2024 - Hilton and American Express Introduce Enhanced Hilton Honors American Express Business Card with Rewards and Benefits to Help Business Owners Elevate Their Travel
- 22-Mar-2024 - American Express Plans Live Audio Webcast of First-Quarter 2024 Earnings Conference Call and Annual Meeting of Shareholder
- 06-Mar-2024 - American Express Board Authorizes 17 Percent Dividend Increase
- 04-Mar-2024 - American Express and American Express Global Business Travel Launch New Integration to Help Streamline Spend Management for Small Businesses
- 13-Feb-2024 - American Express To Open Largest Centurion Lounge at Hartsfield-Jackson Atlanta International Airport

### Scope

- **Tactical Analysis:-** Various strategic frameworks to gain insights into a company's competitive position and operational environment. These analytical tools assist in identifying competitive advantages, potential risks, and areas for improvement and efficiency, enabling companies to make informed tactical decisions.
- **Business Strategy:-** Contributes to shaping the company's overall direction, goals, and decision-making processes, ensuring long-term success and alignment with stakeholder expectations.
- **Financial Position:-** Provide valuable information on the financial performance and investor sentiment surrounding the company. Indicating the level of confidence and expectations in the company's future prospects. These components collectively contribute to understanding the financial health and market perception of the company.
- **Company Fundamentals:-** These fundamentals offer valuable insights into the company's history, operations, leadership, and geographical presence, aiding in a comprehensive understanding of the organization.
- **Competitive Landscape:-** An identification of the company's main competitors, providing insights into the competitive landscape

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it operates in.

## Reasons to Buy

- Comprehensive Understanding of the American Express Company's internal and external factors through SWOT analysis, PESTLE analysis, Financial Analysis, and Competitors Benchmarking.
- Strive Strategic Decision Making with various analyses and identifying potential customers and suppliers.
- Mitigate Risk with help of thorough analysis of internal and external factors. Furthermore, develop strategies and contingency plans to address these challenges and minimize their impact on business operations.
- Competitive Benchmarking will help to gain a competitive advantage by understanding industry trends, customer preferences, and best practices.
- Financial Performance Evaluation provides crucial insights into key financial ratios and trends, supporting better financial decision-making and resource allocation.
- Valuable insights from the report enable investors and partners to make informed decisions regarding potential Collaborations, Investments, or Partnerships with the company.

Additionally, available deep-dive analysis on the company American Express Company:

- American Express Company Value Chain Analysis
- American Express Company Porter's Five Forces Analysis
- American Express Company VRIO Analysis
- American Express Company BCG Analysis
- American Express Company Segmentation, Targeting and Positioning (STP) Analysis
- American Express Company Ansoff Matrix Analysis

## Table of Contents:

|  |    |
|--|----|
| Table of Contents  |    |
| COMPANY EXECUTIVE SUMMARY                                  | 1  |
| Table of Contents  | 2  |
| Tables   | 6  |
| Charts   | 7  |
| American Express Company - Key Company Facts               | 8  |
| American Express Company - Company Description             | 9  |
| American Express Company - Top Executives                  | 10 |
| American Express Company- Top Executives Biographies       | 11 |
| American Express Company- Head Office & Locations          | 14 |
| Head Office - Country                                      | 14 |
| Key Subsidiaries   | 15 |
| American Express Company - Products and Services           | 17 |
| Products   | 17 |
| Services   | 18 |
| American Express Company - Historic Events                 | 19 |
| American Express Company - Company's Management Discussion | 21 |
| American Express Company - Company's Mission and Vision    | 29 |
| Mission  | 29 |
| Vision   | 29 |
| American Express Company - Corporate Strategy              | 30 |
| American Express Company - Business Description            | 34 |

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|  |    |
|--|----|
| U.S. Consumer Services (USCS)  | 35 |
| Commercial Services (CS)   | 35 |
| International Card Services (ICS)                                      | 36 |
| Global Merchant and Network Services                                   | 36 |
| American Express Company - ESG Spotlight                               | 38 |
| Environment  | 38 |
| Social   | 39 |
| Corporate Governance   | 40 |
| American Express Company - SWOT Analysis                               | 41 |
| Overview   | 41 |
| Strengths  | 43 |
| Weaknesses   | 46 |
| Opportunities  | 48 |
| Threats  | 50 |
| American Express Company - PESTLE Analysis                             | 53 |
| Overview   | 53 |
| Political Factors  | 55 |
| Economic Factors   | 56 |
| Social Factors   | 58 |
| Technological Factors  | 60 |
| Legal Factors  | 62 |
| Environmental Factors  | 64 |
| American Express Company - Financial Deep Dive                         | 66 |
| Share Price Trend - Jul-2023 to Jul-2024 (Average Share Closing Price) | 66 |
| Profit and Loss Statement  | 68 |
| Summary of Profit and Loss Statement                                   | 68 |
| Balance Sheet  | 70 |
| Summary of Balance Sheet   | 70 |
| Cash Flow Statement  | 72 |
| Summary of Cash Flow Statement   | 72 |
| Key Financial Ratio Analysis   | 74 |
| American Express Company - Ratio Charts                                | 75 |
| Activity Ratio Charts  | 75 |
| Growth Ratios Charts   | 76 |
| Leverage Ratio Charts  | 77 |
| Liquidity Ratio Charts   | 78 |
| Profitability Ratio Charts   | 79 |
| Competing Players  | 80 |
| Snapshot of Competing Players  | 81 |
| Capital One Financial Corporation                                      | 81 |
| Key Company Facts  | 81 |
| Company Description  | 81 |
| Snapshot of Competing Players  | 83 |
| Discover Financial Services  | 83 |
| Key Company Facts  | 83 |
| Company Description  | 83 |
| Snapshot of Competing Players  | 85 |

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|  |     |
|--|-----|
| Mastercard Incorporated  | 85  |
| Key Company Facts  | 85  |
| Company Description  | 85  |
| Snapshot of Competing Players  | 87  |
| PayPal Holdings Inc.   | 87  |
| Key Company Facts  | 87  |
| Company Description  | 87  |
| Snapshot of Competing Players  | 89  |
| Visa Inc   | 89  |
| Key Company Facts  | 89  |
| Company Description  | 89  |
| American Express Company - In the News   | 91  |
| 28-Mar-2024 - Hilton and American Express Introduce Enhanced Hilton Honors American Express Business Card with Rewards and Benefits to Help Business Owners Elevate Their Travel | 91  |
| 22-Mar-2024 - American Express Plans Live Audio Webcast of First-Quarter 2024 Earnings Conference Call and Annual Meeting of Shareholder   | 93  |
| 06-Mar-2024 - American Express Board Authorizes 17 Percent Dividend Increase   | 94  |
| 04-Mar-2024 - American Express and American Express Global Business Travel Launch New Integration to Help Streamline Spend Management for Small Businesses                       | 95  |
| 13-Feb-2024 - American Express To Open Largest Centurion Lounge at Hartsfield-Jackson Atlanta International Airport  | 97  |
| 06-Feb-2024 - American Express becomes a Global Sponsor of the Argentine National Teams, expanding its relationship with the Argentine Football Association                      | 99  |
| 31-Jan-2024 - American Express Chief Financial Officer to Participate in Upcoming Investor Conferences   | 100 |
| 26-Jan-2024 - American Express Announces Record Full-Year 2023 Revenue of \$60.5 Billion, Up 14% on a Reported Basis and 15% on an FX-Adjusted Basis                             | 101 |
| American Express Company - Key Deals   | 105 |
| 11-Mar-2024 - POINT.ME and American Express Launch Custom Experience for the American Express Membership Rewards Program   | 105 |
| 20-Dec-2023 - Axis Bank strengthens partnership with American Express with the launch of the Axis Bank Privilege Credit Card on American Express Network                         | 106 |
| 22-Nov-2023 - British Airways And American Express Now Offer The Chance To Earn Tier Points Through Everyday Spending, Helping To Unlock Lounge Access And Other Travel Benefits | 107 |
| 22-Nov-2023 - American Express und Deutsche Bank erweitern Partnerschaft mit Vorteilen und Services für KMUs   | 108 |
| 24-Oct-2023 - Credit Agricole signs a national partnership with American Express to allow its merchant customers to accept American Express payments                             | 109 |
| 19-Oct-2023 - Hilton and American Express Upgrade Hilton Honors Surpass and Aspire Cards with New Benefits and More Value for Travel and Everyday Purchases                      | 110 |
| Appendix   | 112 |
| Definitions  | 112 |
| SWOT Analysis  | 112 |
| PESTLE Analysis  | 112 |
| Value Chain Analysis   | 112 |
| ESG Spotlight  | 112 |
| Financial Deep Dive  | 112 |
| Financial Ratios -   | 113 |
| Activity Ratios  | 113 |
| Growth Ratios  | 114 |

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Leverage Ratios 115  
Liquidity Ratios 116  
Market Ratios 117  
Profitability Ratios 117  
Research Methodology 118  
Disclaimer 119  
Contact Us 119

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