



# SWOT ANALYSIS

# Salesforce 2024

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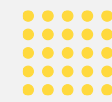




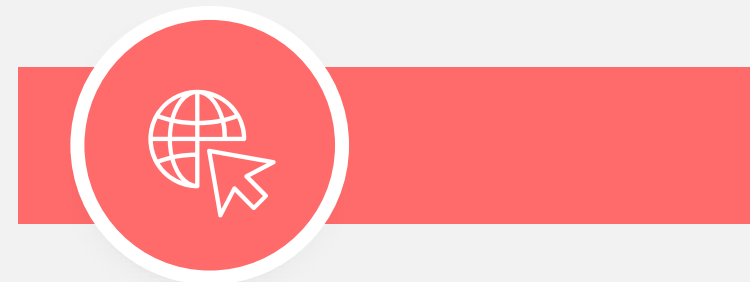
# SWOT ANALYSIS – Salesforce 2024



## STRENGTHS



- Cloud pioneer with over 20 years of expertise, leading in CRM and enterprise SaaS.
- Comprehensive, integrated product portfolio offering a 360-degree customer view.
- Highly customizable platform with a massive ecosystem of over 5,000 app developers.
- Strong brand recognition, long-term customer relationships, and visionary leadership.



## WEAKNESSES



- Complex pricing schemes and a steep learning curve for new users.
- Potential brand dilution from expanding into diverse technology sectors.
- Reliance on key personnel for strategic direction, impacting execution if lost.
- Narrow profit margins and reliance on acquisitions for growth, with organic expansion slowing.



## OPPORTUNITIES



- Growing demand for digital transformation with increasing SaaS spend.
- Expanding presence in Asia Pacific and Latin America, developing vertical-specific solutions.
- Investing in AI capabilities and the Einstein platform for automation.
- Tapping growth in the business collaboration market and pursuing innovation through Salesforce Ventures.



## THREATS



- Growing competition from SaaS vendors offering specialized point solutions.
- Shifting buyer preferences towards bundled apps at lower price points.
- Pressure to reduce pricing and improve ROI in economic downturns.
- Heightened scrutiny of data privacy and security, requiring robust governance.

