Visa is an American payment service provider, based in San Francisco California. Their two closest peer rivals are Mastercard and American Express. PayPal is a substitute service provider as this is largely for online transactions so it cannot provide the same level of payment services. In March 2024 Visa confirmer it will expand its digital wallet service in 30 new countries increasing it presence to 108 countries now including Pakistan, Kenya, and Indonesia.

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| Strength’s -  Brand recognition - Strong history Visa 1958  A Strong reach across markets –  More than 200  Strong Financial performance – Visa has had strong revenues. | Weakness –  Dependence of Banking and Financial institutions -  Regulatory Challenges -  Market saturation – key competitors such as Mastercard as well as new entrants from Fin tech companies |
| Opportunities –  Expansion into new markets – entry in to 30 new markets  Innovations In payment technology such as digital/ contactless – cheaper and easier payment processing | Threats –  Regulatory risks  Cyber/ Tech disruptions – risk of electronic hacks/ attacks  Geopolitical threats – current global tensions/ realignments. |

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| Political | Economic | Social | Technological | Environmental | Legal |
| * Swift sanctions on Russian operations * Anti-corruption measures | * Low global growth period. * De-risking/ friendshoring may lead to reduce markets to access. | * “Investing in our people”. * Empowering people, communities, and Economies. * Cards for Ukraine | * Crypto currencies | * Helping with humanitarian and disaster relief | * Subjection to examinations in tax law/ or disputes * Laws on data protections |

Based on this Visa has strong footing going forward. Their strengths lie in the brand recognition which has been acquired from being a dominant market player. As a result, they have innovated payment system technologies and have taken their digital payment infrastructure in to 30 new markets recently. In 2023 they facilitated $15 trillion volume on 276 billion transactions. This supports their business strategy of accelerating growth in revenue from consumer payments which ensure their core products of debit and credit cards. The company also aims to improve its value adding services and new services such as Visa direct, advisory services and cross border solutions in order to diversify. Their main competitor, Mastercard provide essentially the same service but do offer elite offer cards for high-net-worth individuals. Visa isn’t without challenges. Firstly, the ongoing global downturn will lead to less spending ergo fewer transactions for Visa. Geo-politically there is a fracturing between authoritarian / democratic states. This could lead to a reversal of markets access across the two blocks. There is also threats from challenger banks / fin techs and when combined with rising mobile payment infrastructure will likely lead to Visa having to a reduced market share in financial transactions. Despite these potential risks Visa remains on a strong ground for the short to medium term.