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CREE INC. SWOT & PESTLE ANALYSIS

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Company Name : Cree Inc.

Company Sector : Electronics - Semiconductor

Operating Geography : United States, North America, Global

About the Company : Cree Inc. is a firm known for its technology and production of wide bandgap semiconductor materials and more. It was found in 1987 by six founders namely, Neal Hunter, Thomas Coleman, John Edmond, Eric Hunter, John Palmour and Calvin Carter. The company is headquartered at Durham, North Carolina. The company's main products are LEDs, lighting products and products used to generate power and radio frequency (RF). The company operates through two main segments. The first is known as the Wolfspeed segment. It consists of production of silicon carbide (SiC) and gallium nitride (GaN) materials which are applied to transportation, power supplies, inverters and wireless systems. The RF and power devices based on these materials are used for military communications, satellites, renewable energy generation, motor drives, etc. The second segment is the light-emitting diode (LED) segment. Its products are used for indoor and outdoor lighting purposes, large video displays, electric signs, etc. The company has a total of 5130 full and part time employees as of 2020. Cree's lighting segment was awarded two LEDs Magazine Sapphire Awards at Strategies in Light 2020, among them was the prestigious award for Illumineer of the Year.

The company's Unique Selling Proposition or its USP lies in its innovativeness, launching flagship products in the world, like the world's first blue LED, which enabled the development of large, full-color video screens and billboards, the world's first commercial silicon carbide wafer etc. (SiC). Cree is a powerhouse semiconductor titan, laser focused on silicon carbide and GaN technologies. Realizing the needs of our modern times, the company has made several developments in the field of technology to aid energy efficiency and make alternate sources of energy available at cheaper costs.

Revenue :

USD 904 million - FY ending 31st June 2020 (y-o-y growth -16.31%)

USD 1,080 million - FY ending 31st June 2019

SWOT Analysis :

The SWOT Analysis for Cree Inc. is given below:

Strengths	Weaknesses
<p>1.Complete vertical integration of Gallium Nitride (GaN) Radio Frequency (RF) market allows minimized net cost</p> <p>2.Capacity leadership position with material substrate and facility expansion</p> <p>3.Leading global Silicon Carbide (SiC) transition-based semiconductor producer</p> <p>4.Strong balance sheet to support expansion</p>	<p>1.Operating industry is highly susceptible to fluctuations in supply chain and pricing</p> <p>2.Fixed cost scaling back is highly dependent on customer demand and backlog clearing</p>
Opportunities	Threats
<p>1.Growing 5G adoption creates opportunity for diversified product portfolio of Cree</p> <p>2.High demand SiC provides partnership opportunities with big brands</p> <p>3.Sustainable E-bus public transport in Europe creates demand for Silicon carbide</p> <p>4.Electronic Vehicle (EV) adoption acceleration and increased investment by original equipment manufacturer (OEMs) to increase SiC GaN demand</p>	<p>1.US authority sanctions and acquisition roadblocks could hinder growth plans</p> <p>2.Semiconductor market environment is highly competitive and continuously evolving</p>

PESTLE Analysis :

The PESTLE Analysis for Cree Inc. is given below:

<p style="text-align: center;">Political</p> <p>1.Impact of trade wars on the semiconductor business</p> <p>2.Biden Administration's "Made in America" policy aligns with Cree's capacity expansion</p>	<p style="text-align: center;">Economical</p> <p>1.US infrastructure expansion plan allocates \$50 billion for the semiconductor industry</p>
<p style="text-align: center;">Social</p> <p>1.Consumer interest in Electronic Vehicles (EV) is increasing</p> <p>2.5G becomes key parameter for consumer's smartphone purchase decisions</p>	<p style="text-align: center;">Technological</p> <p>1.Advances in wide bandwidth SiC could increase EV efficiency</p> <p>2.The new solar inverters based on SiC are lighter and powerful</p>
<p style="text-align: center;">Legal</p> <p>1.European Union's (EU) CO2 emission reduction standards for 2030 will accelerate EV adoption</p>	<p style="text-align: center;">Environmental</p> <p>1.EU semiconductor industry commits to use responsibly sourced minerals</p> <p>2.Continued contribution to reduce landfill waste and Green House Gas (GHG) emission</p>

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The complete report for **Cree Inc.** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**



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