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SONOS INC. SWOT & PESTLE ANALYSIS

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Company Name : Sonos Inc.

Company Sector : Consumer Electronics - Audio/Video Equipment

Operating Geography : United States, North America, Global

About the Company :

Sonos is a developer and manufacturer of audio products. The company was founded by John MacFarlane, Craig Shelburne, Tom Cullen, and Trung Mai in 2002. It is headquartered at Santa Barbara in California, USA. Sonos is best known for its multi-room audio products. The company offers a wide range of speakers and audio components which include five smart speakers namely, Move, Roam, One, One SL, and Play:5, two sound bars namely, ARC and BEAM, television sound system (PLAYBASE), subwoofer (Sub) etc. Some products work with voice assistants like Alexa, Google and Siri. All of its products are fairly easy to set up and use. As of 2021, Sonos has a presence in 60+ countries, 50+ streaming services and 500+ patents for its pioneering technology. The company's mission is to "help the world listen better". It intends to make listening an immersive experience that touches all lives in special ways. Its vision is to enable playing of music in any part of the house. Sonos won the Technology & Telecommunications award for its multiplatform campaign at the WMA (World Media Awards) in 2020. It was also awarded the iF Design Award in 2021 for the packaging design of Sonos Arc.

Sonos' Unique Selling Proposition or its USP is its revolutionary home music system. It enables playing of music in unison or separately in separate rooms. Sonos was the first company to launch wireless audio systems which were user friendly and possessed amazing audio capabilities. Although it is not the only manufacturer to offer wireless audio options in today's market, it certainly is a force to reckon with. The company's constant development in technology has helped cement a position for itself in today's competitive world.

Revenue :

USD 1,326 million - FY ending 31st September 2020 (y-o-y growth 5.20%)

USD 1,261 million - FY ending 31st September 2019

SWOT Analysis :

The SWOT Analysis for Sonos Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Large and continuously growing consumer base 2.Innovative partnerships with 100+ technology brands 3.Intuitive, easy-to-use software for better user experience 4.Leading sound system in wireless audio category 	<ul style="list-style-type: none"> 1.Low levels of consumer familiarity inhibits product diversification 2.Major product line is dependent on development in music streaming industry creating cluster risk 3.Dependency on technology partner to integrate voice assistance creates negotiation disadvantage
Opportunities	Threats
<ul style="list-style-type: none"> 1.High-fidelity music streaming popularity will increase high quality speaker demand 2.Pandemic has increased demand for home theater technology adoption 3.Higher demand for Bluetooth enabled portable speakers 	<ul style="list-style-type: none"> 1.Increasingly competitive environment with new global players in the market 2.Direct-to-customer channels pose a threat to alienation of channel partner reducing product sales

PESTLE Analysis :

The PESTLE Analysis for Sonos Inc. is given below:

Political	Economical
1.Global trade war affects US technology companies with manufacturing in China	1.Suspension of \$1 billion US digital tax will reduce operating expenses for tech companies
Social	Technological
1.More consumers are now using smart speakers as a quick assistant for internet 2.Privacy conscious consumers are worried about smart speakers spying on them	1.E-commerce Privacy Compliance Bill 2021 provides consumers in US right over data 2.New E-commerce VAT rule applied by European Union from July 2021 ", "
Legal	Environmental
1.Green computing paves the way for refurbished consumer electronics products 2.Drive towards sustainable packaging is allowing technology companies to reduce packaging needs"]]	1.

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Client Support:
support@swotandpestle.com