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NETGEAR INC. SWOT & PESTLE ANALYSIS

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Company Name : Netgear Inc.

Company Sector : Networking Equipment

Operating Geography : U.S., North America, Global

About the Company :

Netgear Inc. is an American multinational company specializing in computer networking. The company is headquartered at San Jose, California. It was founded in 1996 by Patrick Lo. Its products include a wide range of technologies such as ProSAFE switches, Network appliances, Network-attached storage, WiFi Mesh Systems, Wireless Access Points, WiFi routers, gaming routers, etc. As of 2020 the company has approximately 24,000 retail stores across the world. The company operates through three segments namely- Retail (for consumers), Commercial (for businesses) and Service Provider. The retail section deals with home wireless fidelity (WiFi) networking and other smart products which may have been connected. The commercial segment deals with providing solutions for security, storage and business networking for small and medium enterprises. Lastly, as a service provider it concentrates on custom and commercially viable whole home networking hardware and software solutions, including fourth-generation (4G) etc. The company has been awarded the Red Dot Award: Product Design 2021 for 13 of its products. It also received the CES Innovation Award Honoree in 2021 for its computer peripherals & Accessories, smart home and gaming.

Netgear's Unique Selling Proposition or its USP lies in offering innovative networking products that connect people, power businesses, and advance the way we live. The Company prizes these innovations like the flagship Orbi WiFi 6 System with DOCSIS 3.1 Built-in Cable Modem, launched from its stable. It is the first product to provide an ultra-fast internet speed and full home coverage and can connect over 40 devices. Its speed hovers around 4.2 Gbps and can cover an area of about 5,000 sq. ft. The device also encourages cost savings by removing monthly cable modem rental fees from internet providers. Netgear's mission statement reads "to be an innovative leader in its efforts to connect the whole world to internet."

Revenue :

USD 1,256 million - FY ending 31st December 2020 (y-o-y growth 26.01%)

USD 997 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Netgear Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Highest share in retail WiFi and switches in US market 2.Award winning WiFi 6 technology-based devices 3.High tech Server Message Block (SMB) and Audiovisual (AV) solutions for small businesses 4.Unique digital art home solutions sets industry benchmark 	<ul style="list-style-type: none"> 1.Highly dependent on third-party manufacturers for device components 2.Significant sales conducted with selected recurring customers creates cluster risk
Opportunities	Threats
<ul style="list-style-type: none"> 1.Pandemic has increased dependence on WiFi networks and their upgrades 2.Popularity of subscription-based services create revenue generation opportunity 3.5G capable industrial routers' demand to soar in upcoming years 4.Rise in cloud gaming will increase demand for low latency 5G and WiFi 6 devices 	<ul style="list-style-type: none"> 1.Semiconductor chip shortage has started affecting WiFi router production in 2021 2.Prolonged disruption in transportation and supply chain could increase operating expenses 3.Highly competitive and rapidly evolving environment

PESTLE Analysis :

The PESTLE Analysis for Netgear Inc. is given below:

Political	Economical
1.Global trade war has disrupted networking industry's manufacturing operations 2.Brexit adds operating expenses and complexity for networking industry	1.US suspends digital tax on multiple countries for negotiation
Social	Technological
1.Consumers are buying more internet connected devices since pandemic 2.Large number of consumers prefer shops that offers free WiFi service	1.New WiFi 6E standards provide low latency and high-speed performance 2.Quantum computing and cyber-attacks create need for sophisticated network security
Legal	Environmental
1.Made in America executive law order encourages US businesses to setup manufacturing units in USA	1.Wireless communication industry commits to reduce carbon footprints 2.Shift to 5G infrastructure is expected to increase e-waste

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