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WISTRON CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Wistron Corporation

Company Sector : Electronics Manufacturing

Operating Geography : Taiwan, Asia, Global

About the Company : Founded on 30 May 2001, Wistron Corporation is a major original design manufacturer, headquartered in Taipei City, Taiwan. The company was the manufacturing arm of Acer Inc. before it spun off and became an independent company in 2000. Being a part of the Original Design Manufacturer industry, Wistron manufactures and designs products for other companies to sell under their own brand name. The company mainly focuses on products related to information and communication technology. Its products include handheld devices, notebook PCs, desktop PCs, servers, storage, LCD TVs along with devices and equipment for medical applications. Wistron group consists of the Wistron NeWeb Corporation, which specialises in the design and development of communication products, the Wistron Information Technology & Services Corporation which is a software services provider and the Wiwynn Corporation, which is a cloud enabling technology service company. Wistron group thus offers a range of industrial products and services in components, communications and software solutions. The company has featured in Forbes Global 2000 list since 2009- 2021 consistently. It was also listed on Taiwan Stock Exchange in 2021.

Wistron Corporation's Unique Selling Proposition or USP lies in it being a technology leader with its subsidiaries and affiliated companies. The mission statement of Wistron Corporation reads "To create value for leading global ICT companies through innovative high-tech design, manufacturing, and service offerings."

Revenue :

NT\$ 687,686 million - FY ending 31st December 2020 (y-o-y growth -6.53%)

NT\$ 735,742 million - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Wistron Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Highly experienced R&D team 2.Strong capability of building products in ICT value chain 3.High market share across verticals 4.Complete vertical integration helps in remaining competitive 	<ul style="list-style-type: none"> 1.Poor redressal of employee issues leading to agitations
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increase in use of IoT devices with arrival of 5G 2.Increased demand for servers as internet giants procure from ODMs 3.Expansion through India's PLI scheme 4.Growing autonomous vehicles increase smart component demands 	<ul style="list-style-type: none"> 1.PC demand reached maturity due to shift towards smart devices 2.Lower entry barriers to the IT industry, diminish margins 3.Raw material supply chain disruptions cause uncertainty

PESTLE Analysis :

The PESTLE Analysis for Wistron Corporation is given below:

Political	Economical
1.US-China trade war causing split in supply chain	1.Increasing labour costs in China detrimental to competitiveness 2.Job losses caused low smartphone demand
Social	Technological
1.Inventory piling up due to consumers waiting for 5G enabled devices 2.Customers ready to pay premiums for high end PCs	1.Adoption of smart factories is changing supply chain dynamics 2.Telemedicine to bring advanced tech devices
Legal	Environmental
1.Settlement between Apple and Qualcomm, a relief for ODMs	1.Use of information systems can reduce value chain's environmental impact 2.Smartphone production needs to reduce carbon footprint

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Client Support:
support@swotandpestle.com