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ADVANTEST CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Advantest Corporation

Company Sector : Semiconductor Testing

Operating Geography : Japan, Asia, Global

About the Company : Founded in 1954, as Takeda Riken Industry Co., Ltd in Japan, Advantest Corporation is a prime manufacturer of automatic test equipment (ATE) for the semiconductor industry. It is also a manufacturer of measuring instruments which are used in the design, production and maintenance of electronic systems including fiber optic and wireless communications equipment and digital consumer products. The company is mainly based in Tokyo, and produces Memory, SoC and RF test systems. In 1972, the company entered the semiconductor testing business. It then began trading on the Tokyo Stock Exchange in 1983 and also changed its name to Advantest Corporation in the year 1985. The main three reportable segments of business in Advantest are: semiconductor and component test systems; mechatronics (handlers); and services, support and others. In S&P Global Sustainability Awards Advantest was honoured with the title of "Industry Mover 2021".

Advantest's Unique Selling Proposition or USP lies in it playing a key part in creating a sustainable future for humanity by assuring the quality and reliability of its products. Advantest's mission statement reads "Enabling Leading-Edge Technologies. We will contribute to the development of our society through the development of the most advanced technologies." While its vision statement reads "Adding Customer Value in an Evolving Semiconductor Value Chain."

Revenue :

Yen 312,789 million - FY ending 31st March 2021 (y-o-y growth 13.4%)

Yen 275,894 million - FY ending 31st March 2020

SWOT Analysis :

The SWOT Analysis for Advantest Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Industry leader in measurement technology 2. Clearly defined medium to long term strategy 3. Significant R&D investments 4. High market share in high-speed devices 	<ul style="list-style-type: none"> 1. Absence of solution for excess inventory assets 2. Failure to deliver new products in timely manner
Opportunities	Threats
<ul style="list-style-type: none"> 1. Increased applications of semiconductors due to IoT devices 2. Increased data volumes leading to high semiconductor demand 3. Global 5G expansion necessitates high end SoC semiconductors 4. Expansion into cloud data analytics can expand service businesses 	<ul style="list-style-type: none"> 1. Capabilities of engineers and procurement of materials affected by Covid curbs 2. Reduced demand in automotive equipment and industrial machinery

PESTLE Analysis :

The PESTLE Analysis for Advantest Corporation is given below:

Political	Economical
1.US-China trade war suppressed demand	1.Being capital intensive sector, high demand fluctuation with economy 2.Exchange rate fluctuations affect the profits in global supply chain
Social	Technological
1.Increased use of digital communication 2.Increased remote work based organisational practices	1.Computation and memory for AI will see developments in semiconductors 2.Extreme Ultraviolet lithography to become mainstream
Legal	Environmental
1.Export restrictions by Japan on semiconductors	1.Use of renewable energy to reduce carbon emissions 2.Compliance with Task Force on Climate related Financial Disclosures

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