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TAIWAN SEMICONDUCTOR MANUFACTURING COMPANY (TSMC) SWOT & PESTLE ANALYSIS

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Company Name : Taiwan Semiconductor Manufacturing Company (TSMC)

Company Sector : Semiconductors

Operating Geography : Taiwan, Asia, Global

About the Company : Taiwan Semiconductor Manufacturing Company is a worldwide semiconductor contract manufacturing and design company headquartered in Hsinchu Science Park. Foreign investors possess the vast bulk of the company. In 1987 Morris Chang founded the company in Taiwan. The company offer a huge and diverse worldwide client base with a wide range of applications. Mobile devices, high-performance computing, automotive electronics, and the Internet of Things all employ these items (IoT). Such broad diversification serves to mitigate demand swings, allowing TSMC to sustain greater levels of capacity utilisation and profitability while also generating good returns on future investments. Through offices in North America, Europe, Japan, China, and South Korea, TSMC offers customer support, account management,

and engineering services. TSMC and Hon Hai Precision Industry Co. Ltd./YongLin Foundation revealed on July 12th, 2021, that they had each obtained five million doses of BioNTech (BNT) 162b2 vaccine, for a total of ten million doses, and donated them to the Executive Yuan Ministry of Health and Welfare's Taiwan Centers for Disease Control (CDC) for epidemic prevention.

Taiwan Semiconductor Manufacturing company's Unique Selling Point lies in it being the world's most valuable semiconductor firm, as well as the world's largest dedicated independent (pure-play) semiconductor foundry and one of Taiwan's largest corporations. The mission statement of TSMC reads, "To be the trusted technology and capacity provider of the global logic IC industry for years to come".

Revenue :

NT\$ 1,339 billion - FY ending 31st December 2020 (y-o-y growth 25%)

NT\$ 1,070 billion - FY ending 31st December 2019

SWOT Analysis :

The SWOT Analysis for Taiwan Semiconductor Manufacturing Company (TSMC) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Intelligent manufacturing processes to boost productivity 2.Large portion of world's semiconductors are manufactured by the company 3.Continuous innovation to produce high performance chips 4.Highly diverse product portfolio 5.Excellent financial performance with consistently strong ROE 	<ul style="list-style-type: none"> 1.Continuous decline in traditional businesses 2.Minimal prospect for vertical integration due to customer obligations
Opportunities	Threats
<ul style="list-style-type: none"> 1.Megatrend of 5G across globe necessitates semiconductors 2.Remote operations of enterprises drive semiconductor demand 3.Internet of things widens the scope of semiconductors 4.Smart wearables will be the next growth machine for semiconductors 	<ul style="list-style-type: none"> 1.Reduced consumer purchasing power decreased smartphone-based sales 2.Intense competition from manufacturers that are subsidized by government

PESTLE Analysis :

The PESTLE Analysis for Taiwan Semiconductor Manufacturing Company (TSMC) is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Tightening of trade barriers globally led to losses 2.Government's pledge for nuclear-free Taiwan to create power supply issues 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Global recession reduced demand for advanced automobiles 2.Declining average selling prices will reduce margins 3.Strengthening of USD reduces demand from countries other than USA
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Rapid adoption of digital applications in daily life will boost semiconductor industry 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Miniaturization of chips drives growth 2.High performance computing applications in need of advanced semiconductors 3.3DFabric technology to increase efficiency
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Strong measure to prevent anti-competitive practices ensure fair market 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Natural disasters significantly affect the raw material supply

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