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## CELESTICA INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Celestica Inc.

**Company Sector :** Electronic Components

**Operating Geography :** Canada, North America, Global

**About the Company :**

Celestica Inc. is a multinational Canadian electronics manufacturing services (EMS) business with its main office in Toronto, Ontario. Eugene Polistuk, the company's former chief executive officer, was primarily responsible for Celestica's inception and ascent to prominence. Politik began negotiations with IBM in 1992, and in January 1994, Celestica Inc. was founded. Advanced Technology Solutions (ATS) and Connectivity & Cloud Solutions are the company's two business divisions (CCS). The ATS end market, which includes the A&D, Industrial, Energy, HealthTech, and Capital Equipment businesses, makes up the ATS section. The semiconductor, display, and power & signal distribution equipment industries make up its capital equipment business. End markets in the CCS segment that contribute the most to revenue are communications and enterprise. In June 2022, the organization announced that Corporate Knights, a group that promotes ethical business practices, had named it one of Canada's top corporate citizens for the year 2022.

Celestica's USP lies in its being the pioneer in providing supply chain, manufacturing, and design solutions to the most creative businesses worldwide. The mission statement of the company reads, "We are imagining, developing and delivering a better future with our customers".

**Revenue :**

USD 5,635 million - FY ending 31st December 2021

USD 5,748 million - FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for Celestica Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Strong presence in product and platform solutions across higher value markets</li> <li>2.Strategic network tailored to serve customer requirements across the globe</li> <li>3.Extensive partnership within industry though HPS</li> <li>4.Continuous reduction of debt leading to large cash availability</li> </ol>	<ol style="list-style-type: none"> <li>1.Current assets locked up in inventory</li> <li>2.Dependent on very few customers</li> <li>3.Highly leveraged business structure</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Health-tech boom due to Covid-19</li> <li>2.Increased demand in communication devices</li> <li>3.Continuous expansion in data centres</li> </ol>	<ol style="list-style-type: none"> <li>1.Low projected demand in commercial aircrafts</li> <li>2.Disengagement from cisco may hamper growth</li> <li>3.Intense competition leading to low margins</li> <li>4.Cyclicalilty of semiconductor industry affects demand</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Celestica Inc. is given below:

Political	Economical
1.Brexit caused uncertainty in business environment 2.US China trade war impacted cost competitiveness	1.Currency fluctuations affect margins 2.Energy price fluctuations impact margins 3.Discontinuation in LIBOR rules causes disruption to deb structure
Social	Technological
1.Use of health monitoring devices at home became a norm	1.AMOLED displays on the rise across industries 2.Increased focus on cyber security
Legal	Environmental
1.Executive orders strengthening Buy American act bode well for US facilities 2.USMCA ineffective in promoting overall trade 3.Necessity to comply with global drug regulatory agencies	1.Stringent regulations for treatment of hazardous materials

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