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TOMTOM N.V. SWOT & PESTLE ANALYSIS

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Company Name : TomTom N.V.

Company Sector : Location Technology Services, Information Technology

Operating Geography : Netherlands, Europe, Global

About the Company :

TomTom N.V. is a Dutch multinational company that develops and produces consumer electronics and location-based services. Maps, connected services, and (navigation) software are the three main product categories offered by TomTom. It is an Amsterdam-based company founded in 1991, put its first generation of satellite navigation devices on the market in 2004. As of 2021, the company employ over 4,500 people globally and operate in 34 nations across Europe, Asia-Pacific, and the Americas. It operates from a total of 30 offices worldwide. Three prizes were given to TomTom in 2019. One from the API World Awards and two from the Developer Portal Awards. In February 2022, TomTom (TOM2) and Webfleet Solutions, a Bridgestone company and one of the top providers of telematics solutions globally, announced that they will jointly introduce the WEBFLEET Work App and TomTom GO Fleet App to the market.

The USP of TomTom lies in it being the leading provider of geolocation technology globally. TomTom's mission statement reads, "We solve the world's mobility challenges." With vision, "TomTom technologies are helping to solve the challenges of climate change and road-related accidents by changing the way people move. That's what motivates us to create and refine products that are designed to accelerate the adoption of automated, connected and electric driving."

Revenue :

506.926 million - FY ending 31st December 2021 (y-o-y growth 4.1%)

528.185 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for TomTom N.V. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Many new partnerships in the automotive segment and product launch. 2.Wide range of data coverage across all continents. 3.Strong R&D team and high spending on R&D. 4.Technological innovations have led to a strong patents and designs repository for the company 	<ol style="list-style-type: none"> 1.High operating expenses of the company affects the profit. 2.Increasing employee turnover ratio can affect the operations of the company. 3.Flat or negative growth in many of the individual business segments of the company.
Opportunities	Threats
<ol style="list-style-type: none"> 1.Cater technologies to the growing EV market. 2.Develop advanced technologies for the growing ADAS vehicle market. 3.Increase operations to cater to the fleet management services company. 	<ol style="list-style-type: none"> 1.A declining PND market can affect the consumer segment business of the company. 2.Global semiconductor shortage can affect the production of automobiles and affect demand for product of the company. 3.Rise in covid-19 cases in the future can affect the demand for the products of the company.

PESTLE Analysis :

The PESTLE Analysis for TomTom N.V. is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.The exit of the UK from the EU under 'Brexit' will affect trade with the Netherlands more than any other EU nation. 2.The Ukraine-Russia war has impacted the global supply chain. 3.EU nation sanctions on Russia have impacted global businesses and transactions. 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Rise in commodity prices can affect automobile production and demand.
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Consumers are preferring smartphones over personal navigation devices. 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.The future of the automobile industry is going to be connected cars. 2.Automobile makers are adapting more and more digital transformations in their vehicles. 3.Growing number of mobile applications and businesses are including locational technology in their services for advertising.
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Europe is creating a new regulatory landscape for connected vehicles. 2.Intellectual property infringement has been a major issue for technology companies. 3.Data privacy regulations are changing fast and will affect global businesses. 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Large businesses are adopting sustainable practices to reduce the emission of greenhouse gasses. 2.EVs are being seen as a solution to tackle climate change.

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