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## ONSEMI SWOT & PESTLE ANALYSIS

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**Company Name :** Onsemi

**Company Sector :** Semiconductors

**Operating Geography :** United States, North America, Global

**About the Company :**

Onsemi, originally ON Semiconductor, is a semiconductor provider headquartered in Scottsdale, Arizona, United States. It was created in 1999 and provides energy-efficient silicon solutions for automotive, communications, computer, consumer, industrial, LED lighting, medical, military/aerospace, and power applications. Onsemi is the world's second-biggest power chipmaker and the largest supplier of image sensors to the automotive industry.

With a focus on automotive and industrial end industries, the company is generating innovative technologies to help build a better future. The company began as a division of Motorola's Semiconductor Components Group. It is still producing Motorola's discrete, standard analog, and standard logic devices. Onsemi serves tens of thousands of customers across several markets as a leading semiconductor manufacturer with over 80,000 different parts, including advanced MOSFETs, Image Sensors, Silicon Carbide technology (EliteSiC), and a global supply chain, enabling them to power the future with intelligent power and sensing technologies. Employees numbered 31,000 as of early 2023.

Onsemi's mission statement reads "We push innovation to create intelligent power and sensing technologies that solve the most challenging customer problems." Onsemi's unique selling point is its intelligent technology for creating a brighter future.

**Revenue :**

US\$ 8,326 million - FY ending 31st Dec 2022 (y-o-y growth 24%)

US\$ 6,740 million - FY ending 31st Dec 2021

## SWOT Analysis :

The SWOT Analysis for Onsemi is given below:

Strengths	Weaknesses
<p>1.Strong focus on research and development, enabling Onsemi to stay at the forefront of semiconductor technology.</p> <p>2.The company has a global footprint with operations in key markets worldwide, including the United States, Europe, and Asia.</p> <p>3.Onsemi has established long-standing and strong customer relationships, providing the company with stability and recurring business opportunities.</p>	<p>1.Onsemi relies on a few major customers for a significant portion of its revenue.</p> <p>2.Onsemi's operations are located in a number of countries, including US, China, Taiwan, and Malaysia; which exposes the company to geopolitical risks, such as trade wars and sanctions</p>
Opportunities	Threats
<p>1.The shift towards electric vehicles and energy infrastructure presents a significant opportunity for Onsemi to expand its market share.</p> <p>2.Develop and provide semiconductor solutions tailored to the emerging technologies.</p> <p>3.Onsemi could acquire complementary businesses to expand its product portfolio and geographic reach.</p>	<p>1.Changes in government regulations could impact Onsemi's business.</p> <p>2.Shortages of critical materials, such as silicon, could also hurt Onsemi's business</p> <p>3.Technological advances by competitors that make their products more innovative or cost-effective could result in Onsemi losing its market share</p> <p>4.The aftermath of the Covid-19 Pandemic and the ongoing war in Ukraine have caused global supply chain disruptions, thereby impacting Onsemi's production and delivery schedules</p>

## PESTLE Analysis :

The PESTLE Analysis for Onsemi is given below:

Political	Economical
1.Russia \u2013 Ukraine War has adversely impacted Onsemi	1.Exposure to financial market risks, including changes in interest rates and foreign currency exchange rates.  2.As a substantial portion of Onsemi's revenue comes from customers in the automotive and industrial sectors, a downturn in these sectors could harm Onsemi's business and financial results.
Social	Technological
1.Increasing environmental concerns and consumer preferences for sustainable products drive demand for energy-efficient and eco-friendly semiconductor solutions.	1.Growing adoption of automation, artificial intelligence, and digitalization in various industries can influence the demand for Onsemi's products and solutions.  2.Catalysing the automotive industry's transition to electrification with Onsemi's intelligent power solutions, facilitating lightweight, extended-range electric vehicles, and enabling high-efficiency fast-charging infrastructure.
Legal	Environmental

<p>1.Compliance with intellectual property laws protect the company's own inventions and innovations.</p> <p>2.Compliance with environmental and safety laws, covering emissions, hazardous substances, and contamination prevention.</p> <p>3.International sales and purchases are subject to numerous United States and foreign laws and regulations related to import and export matters.</p>	<p>1.Strong focus on operating in an environmentally responsible manner throughout its products' value chain.</p> <p>2.Propelling the advancement of sustainable energy through smart power technologies, optimizing solar string efficiency, industrial power solutions, and storage systems for peak performance.</p>
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