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INTEL SWOT & PESTLE ANALYSIS

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Company Name : Intel

Company Sector : Information Technology, Semiconductors

Operating Geography : United States, North America

About the Company : Intel Corporation is an American multinational having its headquarters in Santa Clara, California. It was founded by Robert Noyce and Gordon Moore in July 1968. As of 2020, Intel is the world's second largest chip maker & microprocessor making company based on revenue, after Samsung out ranked it since 2017. It is the manufacturer of the X86 series of chips and is a prime supplier for many computer system manufacturers like Apple, Lenovo, Dell and others. Apart from the manufacture of microprocessors it also manufactures motherboard chipsets, embedded processors and graphics chipsets.

Intel's business model is segmented mainly into PC centric business and data-centric business. The PC centric business Client Computing Group, while the data-centric group comprises the Data Center Group, Internet of Things Group, Non-Volatile Memory Solutions Group, Programmable Solutions Group, and all other businesses. Intel offers a broad array of technologies and products that are used as integrated solutions for a broad spectrum of markets. The company is addressing the needs of the data-centric world by providing end-to-end solutions based on technologies like edge computing, 5G network, the cloud, and the emerging fields of AI and autonomous driving. Intel's business strategy revolves around the following 5 strategic priorities viz., to make the world's best semiconductors, lead the technology revolutions, be a leading provider of an end-to-end platform for the ever-increasing data pile, be focused on operational excellence and efficiency and last but not the least, strengthen the employee base.

Intel's USP or Unique Selling Proposition sprawls in being the world's second-largest semiconductor chip manufacturer based on revenue, a world leader in designing and manufacturing quintessential products and technologies and being the originator of the x86 series of microprocessors, the processors spotted in most personal computers (PCs). Intel Corporation's mission is " to create world changing technology that enriches the lives of every

person on earth.." Intel's vision statement reads "If it is smart and connected, it is best with Intel."

Revenue :

USD \$ 71,965 million– FY ending 28th Dec 2019 (YoY growth of 2%)

USD \$ 70,848 million – FY ending 29th Dec 2018

SWOT Analysis :

The SWOT Analysis for Intel is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Monopoly and strong competitive presence in the microprocessor industry 2.Relentless focus on operational excellence and efficiency 3.Enjoying the first mover advantage 4.Offering a broad product portfolio 5.Leveraging economies of scale 6.Strong Brand Loyalty 	<ul style="list-style-type: none"> 1.Unable to tap the smart phone market 2.Dependent on large revenue from a single segment
Opportunities	Threats
<ul style="list-style-type: none"> 1.The rise of Internet of Things (IoT) 2.Progression towards artificial intelligence 3.Increasing potential of data 	<ul style="list-style-type: none"> 1.Increase in competition in both microprocessors and semiconductor industry 2.Volatile nature of Microprocessors market 3.Product specialization remains a big threat

PESTLE Analysis :

The PESTLE Analysis for Intel is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Government regulation over monopoly and competition 2. The newfound interest in the public sector towards Big Data 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Developed economies of the target market 2. Economic nature of microchip industry 3. Increasing labor cost and trade war impact
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Improvement in the global socio-economic conditions 2. Digitally enabled global environment 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. The rise of Structured and Unstructured data over the past few years 2. Increased requirement of fast storage and processing 3. Internet of Things (IoT) driving global digital transformation
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Increased regulation over patents and trademark rights 2. The increased focus on rule of competition 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Combating the increase in E-waste 2. Reducing operational impact on climate and energy 3. Increase in environmental concern over hazardous emissions

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