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FLEXTRONICS INTERNATIONAL LTD. SWOT & PESTLE ANALYSIS

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Company Name : Flextronics International Ltd.

Company Sector : Information Technology

Operating Geography : Singapore, Global

About the Company : Flex Ltd. (earlier called Flextronics International ltd.) is a US based technology manufacturer. The company was founded in 1969 in Silicon Valley by Joe McKenzie and in 1981 it became a public owned company. The company is headquartered in Singapore and operates in more than 40 countries globally and has more than 2 Lakh employees. The tagline of Flex is “Impossible is where breakthrough begins” and the company is well known for its disruptive innovation and leverage on LEAN and Six Sigma practices.

Revenue :\$24.42 bn as of 2016.

SWOT Analysis :

The SWOT Analysis for Flextronics International Ltd. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong workforce and global presence 2.Versatile and balanced product portfolio 3.Huge focus on innovation and strong partnerships 4.Low operation costs and economies of scale 	<ul style="list-style-type: none"> 1.Highly dependent on concentrated customers 2.Problems of price fluctuation may arise as China is the manufacturing hub
Opportunities	Threats
<ul style="list-style-type: none"> 1.Huge growth in power wearable sector and chance of diversifying 	<ul style="list-style-type: none"> 1.Inflation in low cost Asian countries and labour reforms which serves as manufacturing hub for Flex 2.Zero percent investment in the Augmented Reality\ Virtual Reality market

PESTLE Analysis :

The PESTLE Analysis for Flextronics International Ltd. is given below:

Political	Economical
1.Laws regarding labour reforms in manufacturing countries like China	1.CSR activities in China- solving of socio-economic issues", "
Social	Technological
1.Focus on real time solutions to improve decision making"],[" Legal	1.Questions regarding Flextronics quality and business models", "
Legal	Environmental
1.Alignment to UN 2030 sustainable development goals"]]	1.

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Client Support:
support@swotandpestle.com