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# S&P TEST

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## V TECH SWOT & PESTLE ANALYSIS

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**Company Name :** V Tech

**Company Sector :** Consumer Electronics

**Operating Geography :** Hong Kong, Global

**About the Company :** VTech is a leading developer of electronic educational products for children of all age groups starting from infants to toddlers and preschoolers. It is also the world's largest manufacturer of cordless phones. The Company provides contract manufacturing services and total turnkey services to clients in a number of products. Since its inception in 1976, VTech has pioneered the market for electronic learning toys. It offers a wide range of utility products. Headquartered in Hong Kong, it started off originally as a Chinese company capturing the market for telephone products, educational learning toys for children and hospitality products. VTech employs 27000 people across 13 countries and regions with R&D centers in Hong Kong, China, Germany, the US, Canada and Taiwan. This extensive and diverse network permits VTech to stay updated with the latest technology and trends, while maintaining a highly competitive cost structure. As of 2018, this Hong Kongese global supplier of electronic learning products has its presence in 21 countries.

VTech Group has leveraged decades of experience in cordless telephony to offer a wide spectrum of telecommunication products to meet both home and business needs through its cutting edge innovation in technology and exclusive designs. VTech is recognized as one of the world's top 50 electronics manufacturing company and leader in manufacture of cordless devices. The company's business offerings range from entry-level to enterprise-level solutions. VTech Holdings Limited features on The Stock Exchange of Hong Kong Limited.

VTech's USP or unique selling proposition lies in being a vertically integrated organization with a wide spectrum of innovative offerings and in being the world's largest manufacturer of cordless phones. The Group's mission is "to design, manufacture and supply innovative and high quality

products in a manner that minimizes any impact on the environment, while creating sustainable value for its stakeholders and the community."

**Revenue :**

US\$2,079.3 million – FY 31st March 2017 (y-o-y growth 12.0%)

US\$1,856.5 million – FY 31st March 2016

## SWOT Analysis :

The SWOT Analysis for V Tech is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Long established name in market</li> <li>2.Diverse product line</li> <li>3.High Customer satisfaction</li> <li>4.Pan continental market</li> </ul>	<ul style="list-style-type: none"> <li>1.Inconsistent financial performance</li> <li>2.Security breaches resulting in compromised data</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Global market Growth looks promising</li> <li>2.Low cost of technology</li> <li>3.Global market presence</li> <li>4.Mergers and Acquisitions</li> </ul>	<ul style="list-style-type: none"> <li>1.Threat of counterfeit Products, fear of copycats</li> <li>2.Changing political systems(de-globalisation)</li> <li>3.Threats from suppliers</li> <li>4.Threats from competitors</li> <li>5.Continuous need for R&amp;D</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for V Tech is given below:

Political	Economical
1.De-globalisation surge across the globe 2.Economic instability due to trade restrictions in North America 3.Changing leaders in USA, Europe, Asia	1.Changed tax systems in Asian countries 2.Changing economies of scale
Social	Technological
1.Income of people in each country 2.Education level for use of technology 3.Demographic population	1.Continuous Upgradation of technology 2.Ease of transfer of products through technology 3.Development of low cost products
Legal	Environmental
1.Stricter norms and regulation for foreign companies in some countries 2.Changing laws 3.Labour unions and laws	1.Demand for eco-friendly products 2.Demand for low cost products 3.Trade agreements and Special economic corridors 4.Increasing dependence of people on high technology devices

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