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TEXAS INSTRUMENTS (TI) SWOT & PESTLE ANALYSIS

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Company Name : Texas Instruments (TI)

Company Sector : Semiconductors Industry

Operating Geography : Texas, United States, Global

About the Company : Texas Instruments (TI) is one of the world's leading manufacturing giants in the Semiconductors Industry. It is headquartered at Dallas, Texas in the United States with an employee headcount of 30,000, spread across 35 countries around the globe as of 2018. This Fortune 500 Company is a staunch advocate of change and is keen to help the world of semiconductors benefit from the positive change they bring. TI has also forayed into the world of high end consumer electronics like graphing calculators with a high computing capability. They are the industry pioneers when it comes to the analog and embedded systems related products while stressing on environment friendly methodologies in their production cycle.

The Company's mission statement reads "We're changing the world, one chip at a time. Our analog and embedded processing products power electronics across every industry and help to make the world smarter, safer, greener, healthier and more fun." TI's USP lies in being the world's largest company producing electronic chips, with over 44,000 patents, having tremendous growth potential in the current market scenario.

Revenue :\$14.96 billion (FY Dec 2017)

SWOT Analysis :

The SWOT Analysis for Texas Instruments (TI) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Innovative technology 2. Widest Product Portfolio 3. Maximizing Shareholder Wealth 4. Highly Integrated Market Channels 	<ul style="list-style-type: none"> 1. Dependency on third party dealer network 2. Limited success outside core business
Opportunities	Threats
<ul style="list-style-type: none"> 1. Rising demand in Automotive sector 2. IoT driven applications 3. Renewable Energy Devices 	<ul style="list-style-type: none"> 1. Market Consolidation 2. Demand Volatility 3. Electronic Waste Concerns 4. Intense Competition

PESTLE Analysis :

The PESTLE Analysis for Texas Instruments (TI) is given below:

Political	Economical
1.Trump interference in Broadcom-Qualcomm Acquisition 	1.Brexit affects sales in Europe 2.GST in India 3.Dividend Setback
Social	Technological
1.Volatile demand for Silicon 2.Technological Obsolescence 3.Education and Lifestyle Changes	1.Use of GaN in Semiconductor design 2.Green technology 3.Alternative Business models
Legal	Environmental
1.NASA collaboration policy 2.Equal Opportunity Inclusion Policy	1.Electronic Waste Management

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