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ACER SWOT & PESTLE ANALYSIS

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Company Name : Acer

Company Sector : Technology, Consumer Electronics

Operating Geography : Taiwan, Asia, Global

About the Company :

Acer Inc. is a Taiwanese multinational hardware and electronics corporation specializing in advanced electronics technology and is headquartered in Xizhi, New Taipei City, Taiwan. It was founded in 1976 by Stan Shih, his wife Carolyn Yeh, and five others. Initially, the company focused on consulting services and software development but later shifted to manufacturing hardware products. Since then, it has become one of the world's largest personal computer manufacturers, with a strong presence in the global market. Acer offers a wide range of products, including desktop and laptop computers, tablets, servers, storage devices, displays, and peripherals. The company has a diverse product portfolio, catering to different consumer and enterprise segments. It also offers services such as support and repair services, cloud solutions, and e-business solutions. The company has 7,713 employees working in 160 countries with regional offices in Europe, Middle East & Africa (EMEA), Pan America & Pan Asia Pacific as of 2023. It has its own R&D centers in Taiwan. Acer has won four Red Dot Product Design Awards for various products.

The USP of Acer lies in it being a market leader across the globe due its varied range of products. Acer is a highly motivated Group which is working towards a common mission of breaking barriers between people and technology. The USP of Acer lies in it being a market leader across the globe due its varied range of products. Acer is a highly motivated Group which is working towards a common mission of breaking barriers between people and technology.

Revenue :

NT\$ 275.42 billion – FY ending 31st December 2022

NT\$ 319.01 billion – FY ending 31st December 2021

SWOT Analysis :

The SWOT Analysis for Acer is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Winning through innovative solutions 2.Substantial market share across globe 3.Acer has a robust R&D Team 4.Robust supply chain process 5.Acer has a diverse and strong base of business growth engines 6.The company recorded the highest EPS and income in 11 years 	<ul style="list-style-type: none"> 1.An ever-increasing high liability to asset ratio 2.Acer's financial ratios point towards ineffective operations
Opportunities	Threats
<ul style="list-style-type: none"> 1.Economies now have technology driven markets 2.Expansion of gaming ecosystem and increase in popularity of esports 	<ul style="list-style-type: none"> 1.Stiff competition in the PC market 2.Acer is embroiled in major litigation 3.Foreign exchange rate fluctuations can negatively affect the company

PESTLE Analysis :

The PESTLE Analysis for Acer is given below:

Political	Economical
1.Russia Ukraine conflict has deepened an already semiconductor chip crisis 2.There's a major risk of political instability in Taiwan	1.Inflation has affected the personal computer market 2.Heavy fluctuations in interest rates globally
Social	Technological
1.Steep Increase in the number of smartphone users 2.High expectations from consumers 3.Rise of omni-channel retailing	1.WFH has increased the risk of cyber-attacks on companies
Legal	Environmental
1.Changes in tax laws and regulations affect MNCs	1.Consumers and companies are now supporting resource recycling Companies are focusing on reducing their carbon footprint

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