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VISTEON CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Visteon Corporation

Company Sector : Automobile

Operating Geography : USA, North America, Global

About the Company :

Visteon Corporation is a leading techno-giant that designs, engineers and manufactures innovative cockpit electronics products and connected car solutions for the globe's car manufacturers from entry to luxury levels. The Company was incorporated in Delaware in January 2000 as a wholly owned subsidiary of Ford Motor Company. Visteon divorced with Ford in June 2000 when all of the Company's common stock was distributed by Ford to its shareholders. It emerged from bankruptcy in 2010, and in 2012 implemented a comprehensive shareholder value creation plan. This technology Company is the leading provider of instrument clusters, head-up displays, information displays, infotainment, audio systems, SmartCore cockpit domain controllers, vehicle connectivity and the DriveCore autonomous driving platform. Visteon also manufactures and distributes embedded multimedia and smartphone connectivity software solutions to the global automotive industry. Headquartered in Van Buren Township, Michigan, Visteon is run by 10,000 employees at more than 40 facilities in 18 countries as of 2021. In January 2022, Visteon Corporation and Steradian Semiconductors Pvt. Ltd., an India-based high-tech imaging radar specialist, announced that they will collaborate on developing enhanced Advance Driver-Assist Systems (ADAS) for the global automotive market. Steradian will make its advanced 4D image radar sensor hardware and perception software technology available to Visteon as part of a joint development agreement.

Visteon Corp. USP or unique selling proposition lies in being an industry leader in the design, manufacture and sale of vehicle cockpit electronics products and connected car solutions. Visteon's vision statement reads "A top-three cockpit electronics player delivering a rich, connected cockpit experience for every car from luxury to entry."

Revenue :

US\$ 2,773 million – FY ending 31st Dec 2021 (y-o-y growth 8.83%)

US\$ 2,548 million – FY ending 31st Dec 2020

SWOT Analysis :

The SWOT Analysis for Visteon Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leading supplier of cockpit electronics and autonomous driving systems 2. Broad and diversified customer base includes many global vehicle manufacturers. 3. Strong growth in new business areas alongside diversified growth of new business 4. Leading manufacturer in the Chinese markets. 5. Collaborations with leading and new industry players to improve services 	<ul style="list-style-type: none"> 1. Large percentage of the sales of the company comes from two customers. 2. Cyclical automotive production and exposure to auto manufacturers 3. Fluctuation in the financials of the company
Opportunities	Threats
<ul style="list-style-type: none"> 1. Strongly positioned to capitalize in the evolving automotive industry environment 2. Transformation from digital to autonomous 3. Expand product portfolio through innovation 	<ul style="list-style-type: none"> 1. Competitive environment in the automobile component manufacturing has intensified. 2. Disruptions in automobile industry due to new covid-19 waves can affect the business. 3. Semiconductor chip shortages can affect the production of the business. 4. Supply chain crisis can delay the delivery of components and affect production

PESTLE Analysis :

The PESTLE Analysis for Visteon Corporation is given below:

Political	Economical
1.The trade war between US and China has affected several businesses operating in these countries 2.Ukraine- Russia war has majorly affected global business environment	1.Due to high inflation commodity prices and metal prices are rising 2.Major economies of the world like US, China and Europe are facing slowdown 3.Pricing pressure from automakers may affect the profits of the company
Social	Technological
1.Increasing affordability of a sustainable vehicle 2.Increase in disposable income of customers leading to demand for advanced vehicles	1.Consumer preferences are growing for sustainable vehicle 2.Increase in disposable income of customers leading to demand for advanced vehicles
Legal	Environmental
1.The European Union is creating an ambitious new regulatory framework for data and AI which will have major implications on connected vehicles.	1.Adoption of electric vehicles can help the world in reaching the Paris climate goals.

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