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## MICRON TECHNOLOGY SWOT & PESTLE ANALYSIS

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**Company Name :** Micron Technology

**Company Sector :** Semiconductors

**Operating Geography :** North America, Global

**About the Company :** Micron Technology is an American global corporation and S&P 500 company headquartered in Boise, Idaho. Its products include many types of semiconductor devices like Dynamic RAM, Flash Memory, USB flash drives and solid state devices. All its consumer products are marketed under the brand name Ballistics and Crucial. It is also having a joint venture with Intel called IM Flash Technology which produces NAND flash memory. The American global corporation engaged in several mergers and acquisitions, the most crucial one being the Lexar brand which it handled from 2006 to 2017, before selling it off to Longsys, a Shanghai based company. The company's international competitors include Intel (USA), SK Hynix (KOR), Samsung Electronics (KOR), Infineon Technologies (DEU), and Xilinx Inc. (USA). The company is one of the top players in the semiconductor market and data storage technology of the world. It deals with both B2B and B2C market and runs a workforce of nearly 36000 people as of 2019.

The company faced a tragedy in 2012 when it's then CEO Steve Appleton died in a plane crash in Idaho, and since 2017 Sanjay Mahrotra is the company's President and CEO. In 2018, the company introduced QLC NAND memory to increase storage density and with that it ranked 150th among Fortune 500 list of largest US corporations in terms of revenue. In the year 2019, the company has achieved a remarkable feat of launching the world's first Micro SD card with a storage capacity of 1 TB.

Micron Technology's USP or unique selling point lies in being the industry leader in innovative memory and storage solutions. Through their global brands – Micron®, Crucial®, and Ballistix® and superior storage technologies, including DRAM, NAND, NOR Flash and 3D XPoint memory, the company aims to transforming the way people use information to enrich life.

**Revenue :**

Total revenue:

US \$ 30.39 Billion – FY ending August 30th, 2018 (YOY growth: 49.5%)

US \$ 20.32 Billion – FY ending August 31st, 2017

## SWOT Analysis :

The SWOT Analysis for Micron Technology is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.A strong and reputed brand portfolio</li> <li>2.Reliable network of Suppliers</li> <li>3.Increased manufacturing scale through successful acquisitions, expansion, and partnerships</li> <li>4.Formidable basket of patents and licenses</li> <li>5.Highly skilled workforce</li> <li>6.Development and integration of advanced product and process technology</li> </ul>	<ul style="list-style-type: none"> <li>1.Inefficient demand forecasting mechanism</li> <li>2.Need more investment in technology</li> <li>3.Unique structure of Micron's acquisition of MMJ</li> <li>4.Under pressure to meet debt obligations</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.New inflow of customers from online channels</li> <li>2.Government's Green Drive initiatives around the world</li> <li>3.Innovative technologies to boost revenue</li> </ul>	<ul style="list-style-type: none"> <li>1.Number of lawsuits in different geographies</li> <li>2.The semiconductor memory and storage markets are fiercely competitive</li> <li>3.Micron's sales in China to face heat in light of escalating US China Trade tensions</li> <li>4.Threat of defective or incompatible products</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Micron Technology is given below:

Political	Economical
<ul style="list-style-type: none"> <li>1.Micron will most likely come under scrutiny of all US-based tech companies</li> <li>2.Restrictions for MMJ in Japan</li> <li>3.Governments being partial towards state owned companies</li> <li>4.Reduction in the US corporate tax</li> </ul>	<ul style="list-style-type: none"> <li>1. Downturn in worldwide Economy may harm the business</li> <li>2.Fluctuations in foreign currency exchange</li> </ul>
Social	Technological
<ul style="list-style-type: none"> <li>1.Increasing adoption of smart-phones and computing devices</li> </ul>	<ul style="list-style-type: none"> <li>1.Rapidly changing technological needs</li> <li>2.Markets for NAND and DRAM chips undergoing major corrections</li> <li>3.Breach of security</li> </ul>
Legal	Environmental
<ul style="list-style-type: none"> <li>1.Growing Trade tension between nations</li> <li>2.Allegations of anti-competitive conduct</li> </ul>	<ul style="list-style-type: none"> <li>1.The convergence with Dodd -Frank Act and Consumer Protection act</li> <li>2.The operations can be Affected by Natural Disasters</li> </ul>

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