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COMPAL ELECTRONICS SWOT & PESTLE ANALYSIS

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Company Name : Compal Electronics

Company Sector : Electronic Manufacturing Services

Operating Geography : Taiwan, Asia, Global

About the Company : Compal Electronics is a contract computer hardware manufacturer and assembler with headquarters located in Neihu, Taipei, Taiwan. It handles all the manufacturing of notebook computers, monitors and televisions for major brands around the world like Acer, Apple, Hewlett-Packard, Lenovo, Dell, Toshiba and Fujitsu. Today, the company is the second largest notebook manufacturer globally. The company was founded in 1984 as a manufacturer of computer peripherals. Over the years, it has formed partnerships and joint ventures with numerous brands. A joint venture with Lenovo has given it the license to manufacture laptops in China. Toshiba has licensed the rights over to Compal, instead of manufacturing televisions itself in the USA, due to pricing competition. A high demand for Apple watches has also led Apple to give over a second manufacturing contract to Compal by virtue of which it manufactures the Apple Watch Series 4. Compal also plays a major part in Intel's Common Building Block initiatives.

The company has offices located in the USA, UK, South Korea and the People's Republic of China. As per 2019 records, the entire workforce of the company is more than 64,000 people. Compal Electronics' Vision is "To be the No.1 Notebook ODM Company and Top3 TV ODM Company." The USP of the Company is "Delivering IT products which are more in line with consumer's need".

Revenue :

NT\$ 967,706 million – FY ended Dec 2018 (year-on-year growth of 9%)

NT\$ 887,657 million – FY ended Dec 2017

SWOT Analysis :

The SWOT Analysis for Compal Electronics is given below:

Strengths	Weaknesses
1.	1.
Opportunities	Threats
1.	1.

PESTLE Analysis :

The PESTLE Analysis for Compal Electronics is given below:

Political	Economical
1.US China trade war to impact manufacturing operations	1.Global economic growth to have a multiplier effect on electronics manufacturing growth 2.Increase in raw material and labour costs 3.Fluctuation in exchange rate impacting revenues
Social	Technological
1.Leveraging technology to boost healthcare	1.Investments and collaborations with global technology leaders 2.Application and research of new technologies
Legal	Environmental
1.Risks from changing laws and regulations	1.Focus on environmental sustainability across operations 2.Initiatives towards sustainable supply chain 3.Energy efficient and low-carbon design in products

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