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## BAIDU SWOT & PESTLE ANALYSIS

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**Company Name :** Baidu

**Company Sector :** Internet

**Operating Geography :** China, Asia

**About the Company :** Baidu is a Chinese internet company founded by Robin Li. The company's search engine strives to provide relevant search results for billions of daily queries by focusing on technology optimized for local tastes and preferences. Apart from its primary product, its search engine, the company also has several other products like its Baidu PostBar (the first ever Chinese query-based searchable online community platform in the world, Baidu Encyclopedia (the largest user generated Chinese encyclopedia in the world) and Baidu Knows (largest Chinese language interactive knowledge sharing platform in the world). The company also has other vertical search-based products like maps, video search, image search, etc. Using the Baidu websites and affiliated partners, Baidu offers ad displays and performance based online marketing services to businesses. Performance based online marketing services generate majority of the revenues for the company, wherein customers are charged based on cost per click.

With its exceptional skills and technological breakthroughs in AI, Baidu is on its way to set a benchmark in the automotive industry as well. In mid-2019, Baidu proclaimed that it's been working on propelling the largest driverless taxi fleet in China. Later, the company also announced it has subscribed to a strategic partnership with China's leading automaker Geely. This consolidation demonstrates an ingenious transmutation of the automotive industry and the popularization of smart vehicles.

Another remarkable achievement of Baidu in 2019 has been in outranking Microsoft and Google in the General Language Understanding Evaluation (GLUE) competition. GLUE is an internationally affirmed benchmark for 'how well an AI system comprehends human language.

Baidu's mission statement reads "As a technology-based media company, Baidu aims to provide the best and most equitable way for people to find what they're looking for." Baidu's vision is 'to

serve the needs of our users and customers with products and solutions that prioritize the user experience and reflect our corporate culture – simple and reliable.'

Baidu's USP or Unique Selling Proposition sprawls in being the second largest search engine in the world and the largest search engine in China by possessing 76.05% of China's market share. It is also one of the world's biggest AI and internet organizations. As of 2019, Baidu ranks number 4 on the list of most popular websites worldwide, by Alexa Internet.

**Revenue :**

RMB 107,413 million - FY ended 31st December, 2019

RMB 102,277 million - FY ended 31st December, 2018

RMB 84,809 million - FY ended 31st December, 2017

**SWOT Analysis :**

The SWOT Analysis for Baidu is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Dominant share of the Chinese online search market</li> <li>2.Expansion of ecosystem beyond search</li> <li>3.Investment in new technologies</li> <li>4.Strong capabilities in Autonomous Vehicle (AV) technologies</li> </ul>	<ul style="list-style-type: none"> <li>1.Controversies over search results displayed by Baidu</li> <li>2.Low global market-share</li> <li>3.High dependency on online marketing services for revenue generation</li> <li>4.Slowdown in advertising revenue compared to peers</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Growing internet usage in Africa presents a great international expansion opportunity</li> <li>2.Growing fintech industry provides diversification opportunities</li> </ul>	<ul style="list-style-type: none"> <li>1.Execution, compliance and competitive risks of cloud-based services</li> <li>2.Third party apps or practices interfering with user experience</li> <li>3.Fluctuations in market values of investments</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Baidu is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Impact of US-China trade war</li> <li>2.Chinese government censorship attempts as political tools</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Impact of slowdown in Chinese economy and global recession</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Rising preference towards mobile internet among the people</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Rising usage of artificial intelligence in China</li> <li>2.Rising popularity of blockchain technology</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Intellectual property infringement risks in the internet industry</li> <li>2.Privacy and data protection laws</li> <li>3.Uncertainties in the Chinese legal system</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Rising awareness of the need for sustainable development</li> </ol>

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