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LENOVO GROUP SWOT & PESTLE ANALYSIS

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Company Name : Lenovo Group

Company Sector : Consumer Electronics

Operating Geography : China, Asia, Global

About the Company : Lenovo is a Chinese Fortune Global 500 company doing business in 180 countries and has over 57,000 employees as of 2019. The company's vision is to create personal devices which people are inspired to own, a culture which people have aspirations of joining, and a trusted business that is respected worldwide. There are two business groups: Intelligent Devices Group which includes PCs, Smart devices and Mobiles, and the Data Center Business Group that includes networking, servers, software, services and storage. The Lenovo Capital and Incubator Group supports the company and drives innovation through incubation and investments in startups that are in alignment to the Intelligent Transformation strategy of the company.

Lenovo's intelligent device group leads the company's strong performance even in 2020. Under this business segment, PC and Smartphone Devices are the star units that continue to lap huge profits. Lenovo holds a share of 24.4% of the PC market retaining its #1 position in PCs.

Also, Lenovo is expecting further growth by leveraging its innovation as demonstrated in the launch of ThinkBook Plus with a top cover e-ink display, ThinkPad X1 Fold laptop with a foldable screen, and the world's first 5G PC – Yoga 5G, in the year 2020.

Furthermore, the launch of Motorola Razr in 2020 is a re-entry of the company in the premium mobile segment, an ongoing focus in the future. Lenovo's hybrid manufacturing business model is another significant source of competitive advantage for the company. The business model is a mix of both company-owned production capabilities and original design manufacturers (ODM) that serves the purpose of developing innovative products more efficiently while making the management of product development and supply chain operations more effective and easy.

Lenovo Group Mission is to be the Leader and Enabler of Intelligent Transformation. Lenovo's USP or Unique Selling Proposition lies in being the world's largest personal computer vendor by

unit sales, as of the first quarter of 2020. It is also one of the largest hardware companies in the world.

Revenue :

\$51.03 billion- FY ended March 2019 (y-o-y growth of 13%)

\$45.35 billion- FY ended March 2018

SWOT Analysis :

The SWOT Analysis for Lenovo Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong financial performance across the Group 2.Global leader in traditional PC market 3.Successful brand building initiatives 4.Geographically diversified revenue mix 5.Focused on strengthening capabilities as a provider of end-to-end solutions 6.Transformation of traditional server business into a complete portfolio data center organization 	<ul style="list-style-type: none"> 1.Weak smartphone business compared to competitors 2.Cyber-attacks and data breaches
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growing global smart home market 2.Opportunities in data center market in India 3.Strong market potential in Internet of Things (IoT) business 	<ul style="list-style-type: none"> 1.Trade war and distrust against Chinese companies in United States 2.Financial risks due to global scale of operations 3.Disruption in supply of components, services or systems 4.Risks associated with quality management process 5.Strong competition and rapidly changing market trends

PESTLE Analysis :

The PESTLE Analysis for Lenovo Group is given below:

Political	Economical
1.Impact of US-China trade war 2.Interference of Chinese nationalist elements in business	1.Exposure to global macroeconomic environment
Social	Technological
1.Expectations of millennials and gen Z	1.Technological innovation in today's device-filled world 2.Intelligent Transformation Solutions and strategic partnerships
Legal	Environmental
1.Intellectual property rights issues in tech breakthroughs 2.Data privacy issues in the technology sector	1.Sustainable transport and packaging 2.Corporate initiatives to achieve the UN Sustainable Development Goals 3.Combating the threat of climate change

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Client Support:
support@swotandpestle.com