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## WESTERN DIGITAL SWOT & PESTLE ANALYSIS

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**Company Name :** Western Digital

**Company Sector :** Information Technology, Hardware, Computer Storage

**Operating Geography :** United States, North America, Global

**About the Company :** Western Digital Corporation is a leading manufacturer and provider of data storage devices and solutions. Their brand portfolio is characterized in 3 basic segments: Client Devices, Data Center Devices and Solution and Client Solutions with Client Devices being the major revenue driver. The devices are made by either using magnetic rotating disk, Hard Disk Drives (HDD), or using semiconductor technology referred to as Solid State Drives (SSD) or flash drives. The company markets its products under HGST, SanDisk and WD brands. It sells its various products through extensive network of Original Equipment Manufacturers (OEM), Cloud infrastructure providers, resellers, distributors and consumers.

The company was formed in 1970 in Santa Ana, California by Alvin B. Phillips and is now headquartered in San Jose, California. It is currently being headed by Stephen D. Milligan and has 61,800 full time employees with operations in Asia-Pacific, Europe, Middle East, Africa and United States of America. In recent times, Western Digital has also entered into joint ventures with Toshiba Memory Corporation (TMC) for development and manufacturing of innovative and low-cost NAND flash memory devices. In the past decade, Western Digital also acquired various other companies such as HGST, SanDisk, Virident Systems to name a few.

Western Digital is S&P 500 company since 2009 and enjoys a high brand equity amongst its customers which helps it acquire a top-of-mind position in ongoing increase in demand for data storage devices and solutions. Also, it boasts of one of the most valuable patent portfolios comprising approximately 14,000 patents.

The company operates in a highly competitive market and faces competition from several colossal companies in both HDD and Flash drive segment. Major competitors in HDD are Seagate Technology and Toshiba Electronic Devices and Storage Corporation. In flash drives there are numerous competitors such as Intel Corporation, Micron Technology, Samsung electronics to

name a few.

The company in 2019 saw a sharp fall in its top line with revenue falling by almost 20% as compared 2018, however, the company aims to focus on growth through investments in data center and cloud technology using innovation and value creation.

**Revenue :**

US \$16,736 million - FY ended 3rd July, 2020 (y-o-y growth of 1%)

US \$16,569 million - FY ended 28th June, 2019

US \$20,647 million - FY ended 28th June, 2018

## SWOT Analysis :

The SWOT Analysis for Western Digital is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.High brand equity among customers</li> <li>2.Strong distribution network across the globe</li> <li>3.Increase in Production of Flash Drives</li> <li>4.New innovations in storage devices</li> <li>5.Strong financial position to fund new ventures</li> <li>6.Wide Industry Leading Product Portfolio in Different Categories</li> <li>7.Comprehensive storage and data management capabilities</li> </ol>	<ol style="list-style-type: none"> <li>1.Burden of constant R&amp;D with decrease in price per Gigabyte</li> <li>2.High inventory level backlog:</li> <li>3.Limited Number of Suppliers for Raw Materials:</li> <li>4.High level of debt by the Company</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Evolving data and IT infrastructure landscape</li> <li>2.Growth in digitalization around the world</li> <li>3.Scaling Up E-commerce operations</li> <li>4.Government Initiatives of going digital</li> </ol>	<ol style="list-style-type: none"> <li>1. New ventures with TMC</li> <li>2.Demand for cheaper products</li> <li>3.Growing high level of competition</li> <li>4.Ban of Huawei products in USA</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Western Digital is given below:

Political	Economical
1.Reduction in corporate taxes around the world 2.Locking of horns between the USA and China 3.Government policies in different countries	1.Global market financial conditions 2.Fluctuations in the exchange rate
Social	Technological
1.Seasonal sales of electronic goods 2.Digital embracing by consumers	1.Advent of cloud storage and big data analytics 2.New innovations in storage technology
Legal	Environmental
1.Compliance and personal data security 2.Copyrights, Licensing and Trademarks 3.Lawsuits against Western Digital	1.Green drive and green storage 2.New and changing environmental regulations

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