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ASUSTEK INC. SWOT & PESTLE ANALYSIS

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Company Name : AsusTek Inc.

Company Sector : Information Technology

Operating Geography : Taiwan, Asia, Global

About the Company :

AsusTek is a Taiwan-based multinational company principally engaged in the production and distribution of computer hardware and electronic products. The company is headquartered in Beitou district, Taipei, Taiwan. Asus deals in essential gadgets like laptops, desktops, mobile phones, networking equipment, projectors, graphic cards, work stations, tablet and PC's. The company has an international workforce of more than 17000 people across the world. Established in 1989, AsusTek gained prominence after the launch of their EISA 486 motherboard, consequently becoming the most popular motherboard in the world. The company is heavily invested in sustainability and has adopted an eco-friendly endeavor towards every aspect of their transaction. AsusTek has adopted what they call the Green ASUS philosophy which revolves around implementing sustainable elements at every juncture of production. Asus is even renowned for manufacturing the world's first lead-free and Halogen-free motherboard as well as the first Halogen-free full-HD Monitor. ASUS has recently introduced Zenbo, a smart home robot designed to assist, provide entertainment and companionship to customers. In 2019, ASUS earned more than eleven awards from some of the world's most distinguished organizations, including being named as among the Top Regarded Companies by Forbes.

AsusTek's unique selling proposition or USP lies in being the world's No. 1 motherboard and gaming brand as well as the top-three consumer notebook vendor. Its mission statement reads, "ASUS is passionate about technology and is driven by innovation. We dream, we dare and we strive to create an effortless and joyful digital life for everyone. We're always in search of incredible ideas and experiences—and we aspire to deliver the incredible in everything we do."

Revenue :

NT351.3 billion

SWOT Analysis :

The SWOT Analysis for AsusTek Inc. is given below:

| Strengths | Weaknesses |
|--|--|
| <ol style="list-style-type: none"> 1.Offers a great customer friendly portal designed to cater to a global audience 2.Manufactures core spare parts as well as finished products 3.Long term collaboration with industry leaders 4.Robust R&D in e-sports and motherboard designs 5.Acclaimed lineage of flagship products 6.Substantial market share in gaming notebook market 7.Dominance through competitive pricing | <ol style="list-style-type: none"> 1.Dependency on Intel for crucial parts supply leading to loss of business 2.Declination in pc market share 3.Lack of channel partners in smartphone business 4.Ban of Zenfone in India |
| Opportunities | Threats |
| <ol style="list-style-type: none"> 1. Grow in the cloud-computing arena 2.IOT to play pivotal role in IT 3.Surging market for automotive and healthcare solutions 4.Gear up for work, learn and Gaming solutions from home 5.Collaborate with hospitals to roll out smart pandemic prevention | <ol style="list-style-type: none"> 1.Presence in a highly dynamic market 2.Stagnation in the demand of computer and smartphones 3.New competitors in niche market 4.Instabilities in supply chain |

PESTLE Analysis :

The PESTLE Analysis for AsusTek Inc. is given below:

| | |
|--|--|
| <p style="text-align: center;">Political</p> <p>1.US China Trade bringing mixed bag for Taiwanese companies</p> | <p style="text-align: center;">Economical</p> <p>1.Prediction of slowdown in sales growth due to Covid-19</p> <p>2.Currency and interest rate fluctuations in a global business could impact profitability in both ways</p> |
| <p style="text-align: center;">Social</p> <p>1.Abolishing the digital divide through Asus Foundation</p> <p>2.Cultural inclination tech savvy population towards gaming</p> <p>3.Chinese workforce getting expensive</p> <p>4.Culture of long term united leadership and stringent training program adding value to brand</p> | <p style="text-align: center;">Technological</p> <p>1.Healthcare to use technology extensively</p> <p>2.Penetration through robust e-commerce</p> <p>3.Multilingual websites for a deeper digital penetration</p> |
| <p style="text-align: center;">Legal</p> | <p style="text-align: center;">Environmental</p> |

1. Several lawsuits on patents and copyrights on brand name affecting growth

2. Chinese trademark law could alter OEM's (Original Equipment Manufacturers) supply chain capabilities

1. Policy of prohibition in the usage of hazardous chemicals and gases

2. Boosting recycling of plastics and eco product sales

3. Achieving goals of sustainability through the GreenASUS initiative

4. Combating to curb the emission of Greenhouse gases strategically through greenhouse inventory management

5. Targeting carbon footprint reduction in all areas of operations

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