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MEDIATEK INC. SWOT & PESTLE ANALYSIS

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Company Name : MediaTek Inc.

Company Sector : Technology- Semiconductors

Operating Geography : Taiwan, Asia, Global

About the Company :

MediaTek Inc. is a semiconductor manufacturing company head quartered at Hsinchu, Taiwan. It was established as United Microelectronics Corporation in 1997 to manufacture and supply chipsets for entertainment devices. It was enlisted in Taiwan Stock Exchange in the year 2001. It is an innovation driven company in the field of information technology and at present, it is a global manufacturer of chipsets used in smartphones, tablets, televisions, IOT devices, modems, automobiles, etc. The market reach and product diversity is so high that MediaTek chipsets could be available in at least one gizmo or appliance of almost every household, whichever use IC as a spare part. MediaTek with its high dominance in the technology driven markets, serves as core spare part supplier to various manufacturers and it is largely relied upon high standards of R&D and close relationships with its clients. MediaTek designs smartphones and other devices for many startups and established brands in the world and invests heavily in innovation inside and outside Taiwan. MediaTek provide consultancy and maintenance services as well to its clientele. The products of the company are present in every part of the world irrespective of the fact whether MediaTek is present in any particular region or not. MediaTek is 4th largest manger of fabless semiconductors. MediaTek chipsets find spots in more than 1.5 million devices each year. Apart from business, MediaTek invests heavily to collaborate with universities and governments to promote the knowledge in the development and usage of chipsets, which would ultimately appraise its customer base in future. The company is eyeing towards progresses towards AI, 5G devices, IOT platforms and upcoming revolutions in the mobility sectors

The USP or unique selling point of MediaTek Inc. lies in expertise in core chipset level engineering since last 20 years and manufacturing of chipsets for all kinds of technology driven devices focusing on high performance and durability. The mission statement of MediaTek states, “We want to make life better for everyone through technology, and we think one of the best ways to achieve that is by nurturing new ecosystems with strategic investments in all sectors”.

Revenue :

N\$ 246,221,731 thousand- FY ending 31st December 2019 (y-o-y growth 3%)

N\$ 238,057,346 thousand- FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for MediaTek Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Presence in global market 2.Incredibly advanced R&D setup with highly competent workforce 3.Well diversified product portfolio 4.Market leader in the chipset segment of home entertainment devices 5.Innovation of the best chipset to power 5G connectivity 6.A renowned name in smartphone and feature chipset segment 	<ul style="list-style-type: none"> 1.History of regulatory and performance issues 2.Critical security vulnerabilities in products, crumbling customer confidence
Opportunities	Threats
<ul style="list-style-type: none"> 1.Gamers are the next big buyers of smartphones 2.Opportunity to grow in the ever growing Indian market 3.Automation in automobile sector requires expertise of semiconductor industry's contribution 4.xPon and VDSL set to catalyze growth for the Broadband Market 5.Betting high on 5G SoC 	<ul style="list-style-type: none"> 1.Presence in a highly dynamic market 2.Breach of data security may affect the core competencies in future 3.Rapidly changing technology landscape with shorter product lifecycle and pricing pressures

PESTLE Analysis :

The PESTLE Analysis for MediaTek Inc. is given below:

Political	Economical
1.Impact of US China Trade War on MediaTek	1.Prediction of slowdown in technology equipment sales growth due to Covid-19 2.Currency and interest rate fluctuations could impact profitability in both ways
Social	Technological
1.Growing inclination of tech savvy population towards mobile gaming 2.Taiwanese education system a boon to native technological company 3.Biosensor solutions for health monitoring	1.Automotive automation to boost semiconductor business 2.Advent of 5G promoting requirement of high end core technology 3.Growing demand for analog products and power management
Legal	Environmental
1.Several lawsuits affecting MediaTek growth	1.Upcoming demand in clean energy boosting business in semiconductor industry 2.Promising initiatives towards energy efficiency to strengthen environmental sustainability 3.Fostering green transportation 4.Investing in water conservation

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