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## HTC CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** HTC Corporation

**Company Sector :** Consumer Electronics: Smartphones and VR/AR gadgets

**Operating Geography :** Taiwan, Asia, Global

**About the Company :**

HTC Corporation is a Taiwanese Electronics company that principally engages in the design, production and sale of smart mobile devices. The company offers touch phones, personal digital assistant (PDA) phones, smart phones, android phones and panel computers among other variants. HTC is headquartered in Xindian District, New Taipei City, Taiwan and has an international workforce of 4810 employees as of 2020. HTC consequently operates as an original equipment manufacturer for many of the world's largest telecommunication companies including Orange, AT & T Wireless, and T-Mobile, among others. The Company was founded in 1997 by Cher Wang and Peter Chou. Within a few years, HTC gained prominence with the creation of its first Android phone, the HTC Dream (T-Mobile G1). The major elements of HTC's success lie in their innovative ideas and approach. Their popular Touch series, introduced models that were visually pleasing in addition to their finger friendly TouchFLO interface. According to a report by Canaaly, the company was the biggest Smartphone maker in the US, shipping almost 5.7 million devices worldwide in 2011, 800,000 more than Samsung. HTP was the recipient of 22 awards at CES 2016, including Best in Show for Vive and Wereable's best in Show for UA HealthBox. On June 28, 2022, the new HTC metaverse smartphone was unveiled. VIVERSE (an open-source metaverse platform) will be integrated into the HTC smartphone with a metaverse focus.

HTC Corporation's unique selling proposition or USP lies in being the largest manufacturer of the world's Windows Mobile-based clamshell "smart phones" and personal digital assistants (PDAs). HTC's mission statement reads, "Our mission is to become the leading supplier of mobile information and communication devices by providing value-added design, world-class manufacturing, and logistic and service capabilities." HTC's vision statement reads "Everyone has a good personality. People respect and support each other. Let us make the planet lovely together."

**Revenue :**

N\$ 5,253 million - FY ending 31st December 2021 (y-o-y decline 10%%)

N\$ 5,805 million - FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for HTC Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Pioneering innovations in smartphones</li> <li>2.The frontrunner of virtual reality arena</li> <li>3.Robust R&amp;D in the fields of 5G, VR, AR, AI and Blockchain</li> <li>4.Established in healthcare technology and medical virtual reality products</li> </ul>	<ul style="list-style-type: none"> <li>1.Loss making enterprise from several years</li> <li>2.Focused on phones powered by sinking Microsoft OS</li> <li>3.Smartphone business witnessed a painful demise due to mis-pricing and positioning strategy</li> <li>4.Lack of scalability of product offerings</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Grab market share in the evolving gaming industry through partnership with Valve and launch of HTC VIVE</li> <li>2.The stagnant smartphone industry to grow with advancement of burgeoning 5G technology</li> <li>3.Dedicated to building the world's largest virtual reality content platform, launching the VIVE Infinity membership service</li> <li>4.Advancing into Medical Virtual Reality Products and transforming health care services</li> </ul>	<ul style="list-style-type: none"> <li>1.Fierce competition and price wars</li> <li>2.Losing the Chinese and Indian market to Chinese mid-range options</li> <li>3.Betting huge on Virtual Reality in an ecosystem which is still in its infancy</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for HTC Corporation is given below:

Political	Economical
1.Taiwanese companies benefitted by US China Trade War 2.The rising Indo China rifts can play good for HTC	1.Post Covid era trends a dip in the growth of smartphone sales 2.Re-entering the Indian market by rebranding as mid-range product
Social	Technological
1.Google's quest for G-tag behind devices fulfilled by HTC's design team 2.HTC promoting Smoke free work policy 3.Increasing use of Augmented Reality and Virtual Reality in the gaming industry to boost HTC fortunes	1.5G era to revive the stagnant smart phone industry 2.Multi-dimensional scope of growth through VR technology
Legal	Environmental
1.Several patent infringement lawsuits and litigations costing HTC earnings	1.Abolition of usage of tin-ore from illegal mines of Indonesia 2.Breakthrough level of recycling adding sustainable growth 3.Marching forward to reduce carbon footprint

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