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ADVANCED MICRO DEVICES (AMD) SWOT & PESTLE ANALYSIS

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Company Name : Advanced Micro Devices (AMD)

Company Sector : Technology - Semiconductors

Operating Geography : United States, North America, Global

About the Company :

Advanced Micro Devices, Inc. (AMD) is one of the oldest companies from Silicon Valley, California, USA. It was established in 1969, right after the set-up of its current rival Intel. The founders of AMD were ex-employees of Fairchild conductor, the company where founders of Intel also gained expertise in the semiconductor science and trade as employees before launching Intel. Hence, both the arch-rivals have similar origins. AMD manufactures and sells all kinds for microprocessors necessary for computation such as CPUs, GPUs, APUs, SoCs and chipsets. Only Intel and AMD rein the segment of microprocessor market for computers and laptops. AMD has always been a second option to Intel, due to its competitor's robust market outreach and best in class products but after 2017, the consumer demand has shifted towards the latest launches of AMD due to its technological advantage in launching the faster 7 nm Ryzen series CPU at an affordable cost to the customers. The company has always been driven by technology and its products are developed at core in sync with latest computing requirements. Apart from processor and graphics business, AMD also provides server solutions to its clients and it is also plunging into the business of chipsets used in mobile handset. As of 2023, Advanced Micro Devices employees 25,000 people.

The USP or unique selling proposition of AMD lies in making apt microprocessors for gaming computers in an affordable price range. The vision of AMD states, "High Performance Computing is Transforming Our Lives".

Revenue :

\$ 23.6 billion - FY ending 31st December 2022 (y-o-y growth of 43.9%)

\$ 16.4 billion - FY ending 31st December 2021

SWOT Analysis :

The SWOT Analysis for Advanced Micro Devices (AMD) is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Affordable leading player in an oligopoly market 2.Gaining competitive edge through innovation 3.Renowned brand with global presence having well balanced distribution of sales 4.R&D and manufacturing facilities spanning geographic borders 5.Standalone choice in gaming consoles 6.Growing popularity in the mobile/laptop segment 	<ul style="list-style-type: none"> 1.Lagging in offerings related to futuristic requirements 2.Dependence on rival for technology
Opportunities	Threats
<ul style="list-style-type: none"> 1.Strengthen its presence in Europe's semiconductor industry 2.Opportunity in chipset and microprocessor solution in E-mobility 	<ul style="list-style-type: none"> 1.Collaboration of Intel and Nvidia affects AMD's growth 2.Patent disputes may lead to financial implications 3.Rapid change in technology poses high-risk to AMD

PESTLE Analysis :

The PESTLE Analysis for Advanced Micro Devices (AMD) is given below:

<p style="text-align: center;">Political</p> <p>1.Trade restrictions impact sales and development</p>	<p style="text-align: center;">Economical</p> <p>1.In dynamic market forcing continuous innovation</p> <p>2.Declining PC demand may negatively impact processors' sales</p>
<p style="text-align: center;">Social</p> <p>1.Cultural inclination of tech savvy population towards gaming</p>	<p style="text-align: center;">Technological</p> <p>1.Need to adhere to customized requirements of clients with rising need for integrated offerings</p> <p>2.Development of next-generation technologies through the world's largest adaptive SoC</p>
<p style="text-align: center;">Legal</p> <p>1.High dependence on copyrights of intellectual properties</p> <p>2.Multiple lawsuits may tarnish brand image of AMD</p>	<p style="text-align: center;">Environmental</p> <p>1.Commitments to social responsibility</p> <p>2.Usage of harmful substances by AMD</p>

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The complete report for **Advanced Micro Devices (AMD)** SWOT & PESTLE Analysis is a paid report at **15.53 U.S.D.**



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