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INFINEON TECHNOLOGIES SWOT & PESTLE ANALYSIS

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Company Name : Infineon Technologies

Company Sector : Information Technology, Semiconductor

Operating Geography : Germany, Europe, Global

About the Company :

Infineon Technologies AG is a world leader in semiconductor solutions. It is a German company founded in 1999 after the operations of its parent company Siemens AG were spun off. It has its headquarters in Neubiberg, Germany. Its semiconductor solutions make life easier, safer and greener by solving the technological, economic and social challenges that the world continues to face. Its technology helps in achieving more and consuming less and moreover is accessible to everyone. With smart functions like speech recognition, gesture control, 3D applications it makes items like smartphone apps, speakers more convenient and easier to use by consumers. Its major products include microcontrollers, communication ICs, power electronics, diodes, etc. As of early 2020, it employs around 41,400 employees worldwide. Its operations are well organized in four segments: Automotive, Industrial Power Control, Power & Sensor systems and Digital Security Solutions.

Infineon's mission statement reads "We make life easier, safer and greener". Its vision statement is "We are the link between the real and digital world". Its values are "We commit. We partner. We innovate. We perform."

Revenue :

8,029 million – FY ending 30th September 2019

7,599 million – FY ending 30th September 2018

SWOT Analysis :

The SWOT Analysis for Infineon Technologies is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Acclaimed for its focus on quality products and services 2.Offers a wide range of technology products and applications 3.Global leader in semiconductor solutions 4.Acquisition of Cypress strengthening company's position 5.Strong focus on research and development 	<ul style="list-style-type: none"> 1.Dependence on South East Asian manufacturing sites 2.Dependence on few individual suppliers with no alternative sources
Opportunities	Threats
<ul style="list-style-type: none"> 1.Support for change in energy policies and consideration of climate change issues 2.Market access and activities in China 3.Growth in semiconductor content in vehicles and mobile applications 	<ul style="list-style-type: none"> 1.Huge competition in the operating industry 2.Impact of COVID-19 outbreak on business 3.Increasingly dynamic technology market

PESTLE Analysis :

The PESTLE Analysis for Infineon Technologies is given below:

Political	Economical
1.Trades and tariff disputes constraining global trade	1.Global economic slowdown might affect the markets to which Infineon supplies 2.Impact of fluctuations in foreign exchange rate
Social	Technological
1.Demographic changes and overpopulation require better modern healthcare solutions	1.Working towards developing new technologies and solutions with IoT and Big data
Legal	Environmental
1.Compliance to various countries' laws and regulations 2.Sued by Qimonda for transferring operations to its business at inflated price	1.Focused towards environmental sustainability 2.Aimed at achieving carbon neutrality by 2030 3.Efficient energy use and water & waste management principles

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Client Support:
support@swotandpestle.com