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QUALCOMM SWOT & PESTLE ANALYSIS

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Company Name : Qualcomm

Company Sector : Telecom Infrastructure

Operating Geography : United States, North America, Global

About the Company : Qualcomm is an American telecom company headquartered in San Diego, USA. It was founded in 1985. The company develops foundational technologies and products that are used in mobile devices, network equipment, consumer electronic devices, broadband gateway equipment and other connected devices. Apart from mobile, Qualcomm's technologies are also used in industries like automotive, IoT, computing and networking. The company had 37,000 employees worldwide, as on September, 2019. The operating segments of the company are: Qualcomm CDMA Technologies (QCT), Qualcomm Technology Licensing (QTL) and Qualcomm Strategic Initiatives (QSI). QCT is involved in development and supply of system software and integrated circuits based on OFDMA, CDMA and other technologies for usage in smartphones, laptops, tablets, data modules etc. QTL provides licenses and rights to use some of Qualcomm's intellectual property in manufacturing of wireless products. QSI is responsible for making strategic investments.

The USP of Qualcomm is that it innovates unique mobile technologies which are assisting in wireless growth and helping to connect people to information, entertainment and one another.

Revenue :

\$24,273 million - FY ending September 29, 2019 (7.4% increase YoY)

\$22,611 million - FY ending September 30, 2018

SWOT Analysis :

The SWOT Analysis for Qualcomm is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Pioneer of new technologies driven by innovation 2.World-class technology products portfolio 3.Strong focus on Research & Development 4.Snapdragon platforms powering many smartphone features 	<ul style="list-style-type: none"> 1.Dependency on small number of customers 2.History of controversies and allegations of monopoly from competitors 3.Dependency on premium-tier device segment
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growing connectivity across the world through 3G, 4G and 5G 2.Strategic collaborations and partnerships 3.Large number of small businesses in the United States 4.Well established scalable platforms to capitalize on automotive industry transformation 	<ul style="list-style-type: none"> 1.Leak of confidential information through security breaches 2.High competition in an environment of rapid change in technologies 3.Adverse impact of using open source software 4.Highly cyclical nature of semiconductor industry

PESTLE Analysis :

The PESTLE Analysis for Qualcomm is given below:

Political	Economical
1.Varying income tax regulations across different countries 2.US government ban on selling to Huawei	1.Impact of currency fluctuations
Social	Technological
1.Promotion of STEM education 2.Uplifting communities through wireless technology	1.High potential for XR technology 2.Advancements in Artificial Intelligence 3.Leveraging existing technologies to drive transformation across industries
Legal	Environmental
1.Intellectual property law across jurisdictions 2.Regulatory rulings to impact business	1.Sustainability across the supply chain 2.Reduction in greenhouse gas emissions 3.Measures to tackle water scarcity

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Client Support:
support@swotandpestle.com