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TIANMA MICROELECTRONICS SWOT & PESTLE ANALYSIS

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Company Name : Tianma Microelectronics

Company Sector : Components Manufacturing

Operating Geography : China, Asia, Global

About the Company : Tianma Microelectronics Co., Ltd. is a Chinese manufacturer. The company deals in the manufacturing, processing and sale of liquid crystal display (LCD) and low current module (LCM). It also provides full technological services for LCM and other new products. The company has its headquarters located in Shenzhen, China. It is a leader in the manufacturing of small and medium size modules in the panel segment. It also has the biggest global market share globally for high-end medical devices, aviation entertainment, navigation and VOIP products. The company has several state of the art technologies under its belt like Transparent displays, LTPS-TFT, AMOLED displays, Flexible displays, 3D displays, Oxide-TFT and In-cell/On-cell integrated touch technology. Its manufacturing facilities are located in several locations in China like Shenzhen, Shanghai, Chengdu, Wuhan, and Xiamen and Akita in Japan. Tianma Microelectronics employs 39,842 people as per early 2020 records.

Tianma Microelectronics Mission statement reads, “To Create Colorful Life”. Tianma Microelectronics vision is to become “Being the World’s Well-Respected Leading Display Company.”

Revenue :

SWOT Analysis :

The SWOT Analysis for Tianma Microelectronics is given below:

Strengths	Weaknesses
1. Leading position among the global panel factories in small and medium size modules 2. Technological advantages in the small and medium size display market 3. Comprehensive production line combination 4. Leading player in automotive LCD panels 5. Offerings in smart industrial segment 6. Industrial accountability and social accountability	1. Growing automotive user interface market with new technological innovations 2. Setting up production in India ", "
Opportunities	Threats
1. Chinese and regional market becoming increasingly competitive 2. Impact of US China trade war "]]"	1.

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