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## FOXCONN SWOT & PESTLE ANALYSIS

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**Company Name :** Foxconn

**Company Sector :** Contract Electronics Manufacturing

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

**About the Company :** Foxconn also known as Hon Hai Technology Group is a Taiwanese multinational electronics contract manufacturer with its headquarters in Tucheng, New Taipei City, Taiwan. It was founded in 20 February, 1974 by Terry Gou. It is the leading technological solution provider and it continuously leverages its expertise in software and hardware to integrate its unique manufacturing systems with emerging technologies. As of 2020, the company has a global footprint that spans over 20 countries with more than 83,500 patents. The company has capitalized on its expertise in Cloud Computing, Mobile Devices, Iot, Big Data, AI, Smart Networks, and Robotics/Automation. The Group has not only expanded its capabilities into the development of electric vehicles, digital health and robotics, but also towards the utilization of three key technologies- AI, semiconductors and new- generation communications technology – which are the passport to driving its long-term growth strategy. Its four core product pillars comprise of Consumer Products, Enterprise Products, Computing Products and Components and Others. The company has established R&D and manufacturing centres in other markets around the world that include China, India, Japan, Vietnam, Malaysia, Czech Republic, U.S. and more. Foxconn's vision statement reads, "Creating comprehensive smart living experiences for our customers across the globe." Foxconn's unique selling proposition or USP lies in its being the world's largest electronics manufacturer and being ranked 25th in the Top 100 Digital Companies.

**Revenue :**

NT\$ 5,342,811 million – FY ended 31st December 2019 (y-o-y growth of 1%)

NT\$ 5,293,803 million – FY ended 31st December 2018

## SWOT Analysis :

The SWOT Analysis for Foxconn is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong global footprint for efficient value delivery</li> <li>2.Pioneer of advanced manufacturing and industrial internet ecosystem</li> <li>3.Diversified supply network giving edge over peers</li> <li>4.Leading technological solutions provider with a strong history of milestones achieved</li> <li>5.Diversified product portfolio in automotive components</li> </ul>	<ul style="list-style-type: none"> <li>1.Employment practices and worker conditions drawing scrutiny</li> <li>2.Dependent on Apple for over half of its revenues</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Strategic partnerships to focus on the automobile industry such as joint ventures with FCA and Yulon</li> <li>2.Leveraging robotics and AI to reduce costs</li> </ul>	<ul style="list-style-type: none"> <li>1.Political threats arising from the US-China trade war</li> <li>2.The risk of AI based technologies disrupting the existing business model</li> <li>3.Increasing competition from emerging players</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Foxconn is given below:

Political	Economical
1.Potential threats arising from the escalating trade war between the US and China 2.International disputes and trade tensions causing economic cold war	1.Fluctuations in macroeconomic indicators such as rising inflation rates
Social	Technological
1.Work-from-home lifestyles to offer new growth opportunities 2.Decreasing shipment rate of smartphones	1.Launching next-gen AI processing solutions 2.Intensive investments in setting up industrial AI R&D centres
Legal	Environmental
1.Violations of imposed labour laws and working conditions 2.Feuds related to royalty payments	1.Efforts towards creating a zero-waste facility 2.Addressal of issues concerning climate change by energy conservation

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