
S&P TEST

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APPLIED MATERIALS SWOT & PESTLE ANALYSIS

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Company Name : Applied Materials

Company Sector : Semiconductor & Display Manufacturing

Operating Geography : North America

About the Company :

Applied Materials, one of the world's top semiconductor and display equipment company was founded more than fifty years ago in 1967 by Michael A. McNeilly and is headquartered in California's Silicon Valley. In the subsequent years, the Company diversified its product portfolio immensely till James C. Morgan became the CEO in 1976 and he brought back the focus of the company to its core business. The business of Applied is split into three major sectors, namely Semiconductor Systems, Applied Global Services, and Display and Adjacent Markets. In 1984, Applied Materials became the first United States semiconductor equipment firm to have its own technology center situated in Japan. It is also the first semiconductor equipment company to have a service center situated in China. From a small start-up to one of the world's most admired companies, Applied Materials has gone a long way, backed by its innovation. Applied's has a long-standing history of impeccable efforts in the semiconductor and display industries, which have played a key role in the evolution of the electronics industry. The world's most complex chips and displays are engineered with a highly sophisticated manufacturing process and modern technologies. Larger capacity and faster memory chips, efficient, faster, and highly integrated processors, Super high-resolution displays, Flexible electronics are few amongst many core competencies of Applied materials that present it with an edge in the market.

With \$2.2 billion invested annually, and 30% of the team dedicated to research and development, Applied Material's investments benchmark the industry standard. Applied's IP portfolio is the strongest in the industry with more than 13,300 patents as of 2020. Additionally, its unrivaled Maydan Technology Center is the world's most advanced semiconductor research and development lab committed to enhancing the technology of chip production. The company was recognized in the 2020 list of Fortune World's most admired companies, Barrons Most sustainable companies, and the 100 best places to work for. Applied Materials' mission statement reads "We are committed to being the innovation leader that pushes the boundaries of science, technology, and engineering to solve the world's toughest materials engineering challenges." Applied's USP or Unique Selling Proposition sprawls in being one of the largest semiconductor and display equipment company.

Revenue :

US\$ 14.6 billion - FY ending 27th October 2019 (y-o-y growth of (negative) -14.4%)

US\$ 16.7 billion - FY ending 27th October 2018

SWOT Analysis :

The SWOT Analysis for Applied Materials is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Globally spread business tentacles creating strong brand image 2.Strong and Diversified product portfolio 3.Significant investments in R&D strengthening technological innovations 4.Products strongly focused on innovation and sustainability 	<ul style="list-style-type: none"> 1.Dependency on a highly concentrated consumer base 2.Large share of revenue generated only from the Semiconductor segment
Opportunities	Threats
<ul style="list-style-type: none"> 1.Developing a new playbook for semiconductor design and manufacturing to drive growth in the future 2.Rendering new products to the market and enhancing the R&D platform 	<ul style="list-style-type: none"> 1.Evolving competitive environment due to wavering consumer demands 2.Operations in volatile market pose significant risk on financial stability

PESTLE Analysis :

The PESTLE Analysis for Applied Materials is given below:

Political	Economical
1.Changing political environment affecting the business 2.Failure to obtain required regulatory approvals for acquisitions 3.Exposure to global regulatory environment	1.Impact of COVID on the semiconductor industry 2.Fluctuations in the interest rates and currency rates 3.Wavering industry trends impacting business and profitability
Social	Technological
1.Investing in STEM education and beyond	1.IoT, BIG DATA and A.I. weaving compelling opportunities 2.New Materials and Memories Can Help the AI Ecosystem Bend the Climate Curve 3.Introducing a Breakthrough in 2D Scaling
Legal	Environmental
1.Importance of Patents and Licenses in maintaining Applied's competitive stance 2.Impact of antitrust agencies and regulatory snags on mergers and acquisitions	1.Focused on solving key environmental challenges 2.Reducing semiconductor manufacturing's energy footprint

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