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## PEGATRON CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** Pegatron Corporation

**Company Sector :** Electronics Manufacturing

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

**About the Company :** Pegatron Corporation is a Taiwanese electronic manufacturing company. It is headquartered in Taipei, Taiwan. The company leverages the talent of 1,77,950 employees around the globe. It develops communication, computing and Consumer electronics to branded vendors, and it also engages in expansion, design and producing of computer peripherals and components. ASUSTeK Computer started a major reorganisation of its operations, breaking into three independent companies: Asus (focused on applied first-party branded computers and electronics); Pegatron (focused on OEM manufacturing of motherboards and components); and Unihan Corporation (focused on non-PC manufacturing such as cases and molding) in January 2008. Pegatron has its operation plants in Taiwan, the Czech Republic, Mexico, and China, and customer service centers in the United States and Japan. The company's key products involve notebooks, desktop computers, game consoles, handheld devices, netbook computers, motherboards, video cards, LCD TVs, and also broadband communication products such as smartphones, cable modems and set-top boxes. Pegatron combines and develops core hardware and software technologies to provide customers with complete solutions and high value-added products and services. The Company also supplies switches and routers to its customers. Pegatron, a Taiwanese firm, announced its upcoming India iPhone Factory in 2021, with production expected to begin in 2022, as well as its intention to invest more in India over the next two years.

Pegatron Corporation's Unique Selling Proposition or USP lies in it being the world-class green high-tech leader and for providing the most comprehensive services to its clients worldwide. Pegatron Corporation's 's mission statement reads, "Committed to introducing innovation and design thinking into all aspects of mass production, we are confident to be your best partner to create the future! ".

**Revenue :**

NT\$1,366 billion – FY ending 31st December, 2019 (Y-o-Y growth 1.94%)

NT\$1,340 billion – FY ending 31st December, 2018

**SWOT Analysis :**

The SWOT Analysis for Pegatron Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong financial and capital base.</li> <li>2.Highly innovative and experienced R&amp;D Team.</li> <li>3.Diversified customer centric product portfolio.</li> <li>4.Global manufacturing location and logistic capability.</li> <li>5.Taiwan represents a strong marketing destination for electronics.</li> </ul>	<ul style="list-style-type: none"> <li>1.Instability in foreign exchange rate is impacting profit margin.</li> <li>2.Increase in manufacturing cost, labor shortage and land acquisition cost in impacting operational optimization.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Venturing into smart devices for medical equipment manufacturer can be a game changer with advent of Medical Devices Act.</li> <li>2.Expanding operations in India will open doors to big market.</li> <li>3.Eyeing opportunities with 5G network-based product after Huawei controversy.</li> </ul>	<ul style="list-style-type: none"> <li>1.Pressure mount for green electronic product.</li> <li>2.Rapid changing technology in EMS industry can result in high-risk investment.</li> <li>3.Intense pricing competition with diminishing product differentiation.</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Pegatron Corporation is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.US China trade war has been bothering Taiwanese manufacturers.</p> <p>2.India and China tension will boost Taiwanese market presence in India</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Economic growth maintained with ongoing pandemic and global slowdown.</p> <p>2.Increasing GDP will increase consumption level</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Millennials are shaping up the electronics and smart device industry.</p> <p>2.Inculcating technology and innovation in educational curriculum to support Taiwanese industry</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Investing heavily on development capabilities of 5G technology.</p> <p>2.Developing and induction of AI, IoT and robotics in its products</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Regulatory and legal changes pending for recruiting foreign talent</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Combating climate change through reduction of GHG emission and incorporating renewable and efficient energy.</p> <p>2.Hazardous waste processing to reduce environmental impact</p>

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