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CIRRUS LOGIC SWOT & PESTLE ANALYSIS

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Company Name : Cirrus Logic

Company Sector : Semiconductor Industry

Operating Geography : United States, North America, Global

About the Company : Cirrus Logic is a fabless semiconductor company headquartered in Texas, United States that specialises in analogue, mixed-signal, and audio DSP integrated circuits (ICs). In 1981, Dr Suhas Patil founded Patil Systems, Inc. in Salt Lake City, Utah. Later in 1984, the company was renamed Cirrus Logic when it moved to Silicon Valley to focus on solutions for the growing PC components market. Audio processors and audio converters from the company are used in a variety of audio and consumer entertainment devices, such as smartphones, laptops, digital headphones, automotive entertainment systems, home-theatre receivers, and smart home applications like smart speakers. Ford, Harman International, Itron, LG, Lenovo, Onkyo, Marantz, Motorola, Panasonic, Pioneer, Samsung, SiriusXM, Sony, Apple, and Vizio are among few of the company's 3,200 clients. Cirrus Logic is also a market leader in boosted amplifiers, which have a better user experience by delivering both louder and higher-quality sound performance. In March 2021, Cirrus Logic released the CS35L45 boosted amplifier, which features increased excursion for higher peak loudness and enhanced dynamic range for more punch and bass precision.

Cirrus Logic's Unique Selling Point or USP lies in it being a leading provider of low-power, high-precision mixed-signal processing solutions for mobile and consumer applications and having a strong intellectual property portfolio with over 3,580 pending and issued patents worldwide. The company's mission statement reads, "Cirrus Logic is committed to creating a responsible, sustainable business environment for the global communities where we work and live. Delivering innovative signal processing products that exceed our customers' expectations for quality and delivery".

Revenue :

US\$ 1,281 million - FY ending 28th March 2020

US\$ 1,185 million - FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for Cirrus Logic is given below:

| Strengths | Weaknesses |
|--|---|
| <ul style="list-style-type: none"> 1.Flexibility to source leading edge technologies through strategic partnerships. 2.Stable financial health in terms of profit margin, assets to liabilities, debt to equities and cash flow. 3.Analog and digital-signal processing expertise. 4.Engineering execution with focus on engineering design. 5.Supply chain management and quality. 6.World class customer support and application expertise 7.Extensive IP portfolio with over 3580 issued and pending patents | <ul style="list-style-type: none"> 1.Dependance on a limited number of customers and distributors. |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Increasing audio penetration beyond smartphones. 2.Using their expertise in mixed-signal processing to address new product areas beyond the audio domain like haptics. | <ul style="list-style-type: none"> 1.Business disruption caused due Covid-19. 2.Interruption of supply of wafer foundries would materially affect the business. 3.Product prices may increase with the prices of commodities used in production. |

PESTLE Analysis :

The PESTLE Analysis for Cirrus Logic is given below:

| | |
|---|--|
| <p style="text-align: center;">Political</p> <p>1.Multilateral trade agreements to support the US semiconductor industry.</p> | <p style="text-align: center;">Economical</p> <p>1.High global unemployment rates affect demand by reducing the marginal propensity to consume.</p> <p>2.Implementation of Smart Tax Policy to ensure competitiveness of the US Semiconductor industry.</p> |
| <p style="text-align: center;">Social</p> <p>1.Surging demand for quality audio, rising penetration of smartphones & consumer electronics, and growing use of LTE technology</p> <p>2.Generation Z to join the workforce in the years to come.</p> <p>3.Requirement of a highly skilled technical workforce is increasing.</p> | <p style="text-align: center;">Technological</p> <p>1.Phenomenal growth expected in the global haptics industry.</p> <p>2.Possibility of Apple dominating the 5G smartphone market in 202</p> |
| <p style="text-align: center;">Legal</p> <p>1. ",["</p> <p style="text-align: center;">Legal</p> | <p style="text-align: center;">Environmental</p> <p>1.Regulations for reducing hazardous substances in products",</p> |

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