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XILINX SWOT & PESTLE ANALYSIS

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Company Name : Xilinx

Company Sector : Technology

Operating Geography : United States, North America, Global

About the Company : Xilinx, Inc. is a technology company that specialises in programmable logic devices. The field-programmable gate array was invented by the company (FPGA). The semiconductor company was the first to develop a fabless production model. Xilinx, is the inventor of the FPGA, programmable SoCs, and now, the ACAP. The company is headquartered in San Jose, California, U. S. In 1984, Xilinx was established by Ross Freeman, Bernard Vonderschmitt, and James V Barnett II in Silicon Valley with additional offices in Longmont, Colorado, Dublin, Ireland, Singapore, Hyderabad, India, Beijing, China, Shanghai, Australia, and Tokyo, Japan. Xilinx develops, manufactures, and sells programmable logic products such as integrated circuits (ICs), software design tools, predefined system functions provided as IP cores, design services, customer training, field engineering, and technical support. For electronic equipment manufacturers in end markets such as communications, manufacturing, residential, automotive, and data processing, Xilinx offers both FPGAs and CPLDs. FPGAs from Xilinx can run a standard embedded operating system (such as Linux or VxWorks) and implement processor peripherals in programmable logic. Xilinx also creates custom cores for a fee. On 16 March 2021, the company announced that it has expanded its UltraScale+ portfolio for markets with new applications that require ultra-compact and intelligent edge solutions. On October 27, 2020, AMD, a leading American chipmaker, agreed to buy Xilinx in a stock-for-stock transaction valued at \$35 billion. The transaction is scheduled to be completed by the end of 2021.

Xilinx's Unique Selling Point or USP lies in it delivering the most dynamic processing technology in the industry, enabling rapid innovation with its adaptable, intelligent computing. Xilinx's mission statement reads, "We Are Building the Adaptable, Intelligent World".

Revenue :

US \$ 3.16 billion - FY ending 31st March 2020 (y-o-y growth 3%)

US \$ 3.06 billion - FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for Xilinx is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Successful track record of developing new and innovative products 2.Developed a very reliable supply chain model with a strong dealer community 3.Established in the American Market with over 60,000 customers and 4400 patents 4.Successful in entering new markets, which has helped with diversification through low cost, entry level alternatives. 	<ul style="list-style-type: none"> 1.Higher attrition rate implying higher expenses on training of workforce 2.The fall in the company's current ratio from 8.193 in 2019 to 2.6796 in 2020 implies the company could have liquidity problems 3.Successful sales strategies, however, marketing and positioning has gaps.
Opportunities	Threats
<ul style="list-style-type: none"> 1.With the recent AMD (Advanced Micro Devices) acquisition of Xilinx, the company can expand further 2.The Covid-19 pandemic has enabled Xilinx to expand into AI (with Spline.AI and Amazon) 3.President Biden's foreign could strengthen business abroad as compared to Trump's isolationist policy. 	<ul style="list-style-type: none"> 1.Changing exchange rates could have an adverse impact on revenue due to its wide country base. 2.The FPGA space and market is highly cyclical \u2013 it is therefore tough to predict revenues and business conditions.

PESTLE Analysis :

The PESTLE Analysis for Xilinx is given below:

Political	Economical
<ol style="list-style-type: none"> 1.Biden administration plans to hike corporate tax 2.The shift from Trump's isolationist foreign policy to Biden's open policy is positive for Xilinx. 3.Biden plans to strengthen labor unions 	<ol style="list-style-type: none"> 1.The fall in productivity and disturbed supply chains due to COVID-19. 2.Impact of COVID-19 pandemic on economy and the industry. 3.Foreign trade restrictions around the world due to the pandemic.
Social	Technological
<ol style="list-style-type: none"> 1.Mistrust among consumers due to the current scenario discourages spending. 2.Changing population density and composition. 	<ol style="list-style-type: none"> 1.The cloud is being used more in the advent of the pandemic, thereby providing opportunities for Xilinx (AI, Blockchain, etc).
Legal	Environmental
<ol style="list-style-type: none"> 1. AMD (recently acquired Xilinx) has faced lawsuits which could affect Xilinx. 	<ol style="list-style-type: none"> 1.US entering into the Climate Change treaty can affect environment laws. 2.Strong focus on environmental initiatives

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