

## ***Advanced Micro Devices***

“SWOT is an acronym for the internal Strengths and Weaknesses of a firm and the environmental Opportunities and Threats facing that firm. SWOT analysis is a widely used technique through which managers create a quick overview of a company’s strategic situation. The technique is based on the assumption that an effective strategy derives from a sound “fit” between a firm’s internal resources (strengths and weaknesses) and its external situation (opportunities and threats). A good fit maximizes a firm’s strengths and opportunities and minimizes its weaknesses and threats. Accurately applied, this simple assumption has powerful implications for the design of a successful strategy.”

### ***Advanced Micro Devices***

Advanced Micro Devices (AMD) is a global semiconductor company. It is engaged in the designing, manufacturing and marketing of microprocessors for computing, communications and consumer electronics markets. The company mainly operates in the Americas, Europe and Asia Pacific. It is headquartered in Sunnyvale, California and employs 14,700 people.

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### **Strengths, Weaknesses, Opportunities and Threats (SWOT)**

Location of Factor	TYPE OF FACTOR	
	Favorable	Unfavorable
<b>Internal</b>	<b>Strengths</b> <ul style="list-style-type: none"> <li>➤ Significant presence in the microprocessors and PC market</li> <li>➤ Strong research and development capabilities</li> </ul>	<b>Weaknesses</b> <ul style="list-style-type: none"> <li>➤ Weak performance of the computing solutions segment</li> <li>➤ Weak financial performance</li> </ul>
<b>External</b>	<b>Opportunities</b> <ul style="list-style-type: none"> <li>➤ Presence in China</li> <li>➤ Proposed launch of 'Istanbul'</li> <li>➤ Presence in virtualization space</li> <li>➤ New manufacturing facilities</li> </ul>	<b>Threats</b> <ul style="list-style-type: none"> <li>➤ Competition from Intel</li> <li>➤ Dependence on few customers</li> <li>➤ Environmental regulations</li> <li>➤ Declining PC shipments</li> </ul>

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