

Altera

“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.”

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Altera is one of the leading vendors of programmable semiconductors and related products to electronic systems companies worldwide. The company primarily operates in the US. It is headquartered in San Jose, California and employs 2,760 people.

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Strengths, Weaknesses, Opportunities and Threats (SWOT)

Location of Factor	TYPE OF FACTOR	
	Favorable	Unfavorable
Internal	Strengths <ul style="list-style-type: none">➤ Focus on research and development➤ Strong financial performance➤ Diversified operations➤ Significant market position	Weaknesses <ul style="list-style-type: none">➤ Concentration of distribution network➤ Dependence on single subcontractor
External	Opportunities <ul style="list-style-type: none">➤ Strategic partnerships➤ Expansion in Asia➤ Long term growth prospects for PLDs	Threats <ul style="list-style-type: none">➤ Downturn in semiconductor industry➤ Intense competition➤ Decline in selling prices of semiconductor products

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