

# LG Display Co., Ltd. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

LG Display Co., Ltd. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between LG Display Co., Ltd. and its competitors. This provides our Clients with a clear understanding of LG Display Co., Ltd. position in the [Computers and Electronic Equipment](#) Industry.

The report contains detailed information about LG Display Co., Ltd. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for LG Display Co., Ltd.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The LG Display Co., Ltd. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes LG Display Co., Ltd. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of LG Display Co., Ltd. business.

### **About LG Display Co., Ltd.**

LG Display Co., Ltd. engages in the manufacture and supply of thin-film transistor liquid crystal display (TFT-LCD) to original equipment manufacturers (OEMs) and multinational corporations.

#### **Products**

The company manufactures TFT-LCD panels in various sizes and specifications primarily for use in televisions, notebook computers, desktop monitors and other applications. It also manufactures TFT-LCDs for handheld application products, such as mobile phones, and medium- and large-size panels for industrial and other applications, such as entertainment systems, automotives, portable navigation devices, e-books, digital photo displays, and medical diagnostic equipment.

**Televisions:** The company's television panels range from 15 inches to 55-inch wide-format, including full high-definition television panels.

**Notebook Computers:** The company's display panels for notebook computers range from 8.9 inches to 20.1-inch wide-format in size in various display formats.

**Desktop Monitors:** The company's desktop monitor display panels range from 15 inches to 30-inch wide-format in size in various display resolutions and formats.

**Other Applications:** Other applications, which utilize a range of display panel sizes, ranging from small-size display panels, including handheld application products, such as mobile phones, to medium- and large-size display panels, including industrial applications, such as entertainment systems, portable navigation devices, e-paper, digital photo displays and medical diagnostic equipment.

## Sales

The company has wholly owned sales subsidiaries in the United States, Japan, Germany, Taiwan, China, and Singapore.

## Customers

**Televisions:** The company's customers include LG Electronics, Philips Electronics, AmTRAN, Toshiba, and Skyworth.

**Notebook Computers:** The company's customers include Hewlett-Packard, Dell, Acer, Toshiba, and Apple.

**Desktop Monitors:** The company's customers include LG Electronics, Dell, Hewlett-Packard, Apple, and Lenovo.

**Other Applications:** The company's customers include LG Innotek, Truly Semiconductors, Apple, Tovis, and Land Success.

## Acquisitions

In 2009, the company purchased an interest in New Optics Ltd. (5.4%), Wooree LED Co., Ltd. (29.6%), and Dynamic Solar Design Co., Ltd. (40.0%).

## Joint Ventures

The company has a joint venture agreement with AmTRAN Technology Co., Ltd., to establish a manufacturing joint venture company, Suzhou Raken Technology Ltd.

In 2009, the company entered into two joint venture agreements with Top Victory

Investments Limited., a wholly owned subsidiary of TPV Technology Ltd., to establish two joint venture companies, L&T Display Technology (Xiamen) Limited and L&T Display Technology (Fujian) Limited.

On June 14, 2010, LG Display Co., Ltd. signed an agreement with iRiver Ltd. to establish a joint venture for e-Book to reinforce its presence in the global e-Book market. Under the agreement, the two companies would establish a joint venture named L&I Electronic Technology (Dongguan) Limited in Dongguan, Guangdong Province in China.

In November 2010, Samsung Electronics Co. Ltd. and LG Display Co., Ltd. have won approval from the Chinese government to build LCD panel plants in China.

In November 2010, QD Vision, Inc. and LG Display Co., Ltd. announced a joint development agreement focused on creating active matrix displays based on electroluminescent quantum dot LED (QLED) nanotechnology.

## Suppliers

With respect to glass substrates, Paju Electric Glass Co., Ltd., a joint venture company of which the company and Nippon Electric Glass Co., Ltd. own 40% and 60%, respectively, provides it with a stable supply. The company has a purchase agreement with HannStar Display Corporation, pursuant to which HannStar agreed to supply it, on a monthly basis, with TFT-LCD modules and cells to be used in its TFT-LCD products.

## Competition

The company's main competitors include Samsung Electronics, Samsung Mobile Display, Inovision, Hydis Technologies, AU Optronics, Chimei Innolux, Chunghwa Picture Tubes, HannStar, SAVIC, BOE-OT, Sharp, Hitachi, Tianma, TMDisplay, Mitsubishi, Sony, and IPS-Alpha.

## History

LG Display Co., Ltd. was founded in 1985.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need

**2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

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## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

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