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MINEBEAMITSUMI INC. SWOT & PESTLE ANALYSIS

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Company Name : MinebeaMitsumi Inc.

Company Sector : Industrial Machinery

Operating Geography : Japan, Asia, Global

About the Company : MinebeaMitsumi Inc. is a multinational corporation which produces machinery parts and electronic devices. It is headquartered at Minato City, Tokyo, Japan and was formed in July 1951. The company has 93 production and Research and Development bases spread across 22 countries with an approximate strength of 87000 employees as of early 2021. It operates through three segments namely, the Machined Components segment which includes ball bearings, rod end bearings, aircraft screws, etc. the Electronic Equipment segment which includes liquid crystal display (LCD) backlights, measuring devices, stepping motors, etc. and the Mitsumi segment which includes semiconductor devices, optical devices, etc. These high precision components are utilized in manufacturing of other products essential to modern day homes and offices including telecommunication and information devices, automobiles, high-frequency components, etc. The company was awarded the "Best Investor Relation (IR) Award" in 2020 by the Japan Investor Relations Association (JIRA). It was also awarded the Bosch Global Supplier Award from Robert Bosch GmbH in 2015-2016.

The company's Unique Selling Proposition or its USP is its technology and production systems. MinebeaMitsumi Inc is the global leader with largest market share in breakthrough miniature bearing technology. Minebea's ultra-precision technology has led to the development of exemplary products. The company's production systems are designed for mass production and are vertically integrated; this helps it fulfil global demands efficiently.

Revenue :

JPY 988,424 million - FY ending 31st March 2020 (y-o-y growth 1.02%)

JPY 978,445 million - FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for MinebeaMitsumi Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Global leader with largest market share in miniature bearing market 2.Highly diversified portfolio supported with Mergers and Acquisitions (M&As) 3.Unique ultra-precision machining creates world's smallest stepping motors and LEDs 4.Fully vertically integrated mass production technology and leading supply capability 5.First mover with top share in System reset IC and MEMS manufacturing 	<ul style="list-style-type: none"> 1.Business exposed to currency exchange rate fluctuation 2.Faces issue of IP disputes and sale of counterfeit products
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growth in IoT devices market create opportunity for electronic component manufacturers 2.Increasing electric car manufacturing creates demand for the bearing industry 3.Pandemic has increased demand for high tech medical devices 	<ul style="list-style-type: none"> 1.Increasingly competitive market environment with low-priced competitors 2.Global semiconductor shortage is impacting electronic component industry operations

PESTLE Analysis :

The PESTLE Analysis for MinebeaMitsumi Inc. is given below:

Political	Economical
1.Impact of trade wars on price of raw materials for the machinery industry 2.Brexit adds to increased operating expenses for industrial manufacturing companies	1.Japanese government has announced monetary packages for machinery industry revival
Social	Technological
1.Japan has an increasing ageing population and shrinking workforce 2.Large number of consumers are buying IoT based digital devices since pandemic	1. Sensor equipped new ball bearing tech allows to detect malfunctions 2. Resonant MEMs device technology is creating next-gen efficient electronics
Legal	Environmental
1.New Copyright Act and Regulation for use of AI in Japan creates usage restriction	1.Electronics industry is increasingly introducing green products in its portfolio 2.Industrial water pollution laws and plastic ban caused industry to focus on waste management

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