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YONEX SWOT & PESTLE ANALYSIS

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Company Name : Yonex

Company Sector : Sports Equipment

Operating Geography : Japan, Asia, Global

About the Company : YONEX is a sporting equipment manufacturer based in Tokyo, Japan. YONEX debuted in 1946, just after World War II ended, as Yoneyama Company, Ltd., a manufacturer of hardwood floats for fishing nets created by Minoru Yoneyama. In 1957, it transitioned to producing badminton racquets. It manufactures tennis, badminton, golf, and running equipment and apparel. The Badminton Equipment consist of racquets, shuttlecocks, strings, apparel, shoes, bags, etc.; The Tennis, Soft Tennis Equipment includes Racquets, strings, apparel, shoes, bags, balls, etc. and Golf Equipment includes Woods, irons, putters, shafts, apparel, shoes, bags, accessories, etc. It has four geographical segments Japan, North America, Europe, and Asia. The company remains committed to developing the most technologically advanced sports equipment to help amateur and professional athletes improve their performance. The firm said on August 23, 2021, that "ASTROX 99 PRO" for players and "ASTROX 99 GAME" for intermediate players would be published in 2021. It will be available for purchase from the end of September.

Yonex's Unique Selling Point or USP lies in it being the world leader in Golf, Tennis and Badminton sporting equipment. The mission statement Yonex reads, "Our current mission is to find solutions that help people resume their sporting activities and regain their physical and mental wellness. As a company that has grown with and alongside sports, we hope Yonex can grow into a brand that is needed by the sports themselves".

Revenue :

Yen 51,554 million - FY ending 31st March 2021 (y-o-y growth -16.8%)

Yen 61,967 million - FY ending 31st March 2020

SWOT Analysis :

The SWOT Analysis for Yonex is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Technologically advanced equipment producer 2. Renowned for manufacturing high quality products 3. Strong promotion through world athletes 4. Long term contracts with leading teams 	<ul style="list-style-type: none"> 1. Lack of presence outside sports 2. High accumulated short-term debt
Opportunities	Threats
<ul style="list-style-type: none"> 1. Resumption of previously cancelled events 2. Sportswear being used in formal settings 3. Need for sports with increased health concern 4. Increased sales in D2C channel 	<ul style="list-style-type: none"> 1. Reduced sporting events due to Covid 2. Supply chains disruption globally 3. Losing partnerships due to Covid curbs

PESTLE Analysis :

The PESTLE Analysis for Yonex is given below:

Political	Economical
1. Government to hold closed door tournaments	1. Consumption tax hike reduced spending
Social	Technological
1. Increased following of influencers 2. People to return to sports after vaccination 3. Declining birth-rates in Japan 4. Players choosing racquet brands at early age	1. Carbon fibre and graphite to be used for next racquets 2. Proprietary technologies to stay ahead of competition
Legal	Environmental
1. Competition laws to affect sponsorship contracts	1. Consumers asking for circular economy products 2. Sports facilities highly dependent on weather

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