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ITOCHU SWOT & PESTLE ANALYSIS

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Company Name : Itochu

Company Sector : Trading – Chemicals, Textiles, Metals and Minerals, Machineries, IT, Financial services, Food, General Products and Realty

Operating Geography : Japan, Asia, Global

About the Company : Itochu is a Japanese Corporation based in Japanese districts like Umeda, Kita-Ku, Osaka and Ayoyama, Minato, Tokyo. It was originally known in English as C. Itoh & Co. until the year 1992. In 1858, shortly after Japan opened to foreign trade, Itochu started as a wholesaling company of linen. Itochu is one of the largest Japanese general trading company and is headquartered in Kita-Ku, Osaka, Minato and Tokyo. The company has ranked #1 on popular employers ranking for college graduates in the year 2019 and 2020. It specializes in major operational sectors like textiles, metals, food, machinery, energy, chemicals, construction materials and real estate.

Itochu has been ranked on the 72nd position globally for the year 2020 with a revenue of \$100,522 and an employee strength of 151,430. The Ministry of Environment's 1st ESG Finance Awards acknowledged Itochu with a bronze award in the Environmentally Sustainable Company Category. It was the only trading company among all the other ESG companies to win this award. Itochu's USP or Unique Selling Point lies in being one of Japan's largest sogo shosha (general trading company) which has carved out a niche based on sheer success of its business operations and its formidable textiles business in China. Itochu's mission statement reads "I am One with Infinite Missions" which according to them is the thought behind the words "Sampo-yoshi". They say that each and every individual shall work efficiently in order to deliver "what is required to the right person and in the right manner". In Japanese, "yoshi" means "good", and "sampo" means three sides, and these three sides consist of

(1) the seller ("urite"), (2) the buyer ("kaite") and (3) society ("seken"). "Sampo-yoshi" is therefore: "urite-yoshi" (meaning "good for the seller"), "kaite-yoshi" (meaning "good for the buyer") and "seken-yoshi" (meaning "good for society")

Revenue :

¥ 10362.6 billion - FY ending 31st March 2021 (y-o-y decline 5.60%)

¥ 10983.0 billion - FY ending 31st March 2020 (y-o-y decline 5.30%)

¥ 11600.5 billion - FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for Itochu is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Highly diversified business segmentation 2.Global presence across major sectors 3.Legacy of collaborations with various industry leaders 4.Known for transformative business model 5.Good capital management even in recession like situation 	<ol style="list-style-type: none"> 1.Lack of user friendliness in websites despite global presence 2.Lack of digital presence in various platforms
Opportunities	Threats
<ol style="list-style-type: none"> 1.Increase market share in India 2.Advent of Electric cars giving new paradigms of growth 3.Growth prospects in remote working and other technology solutions 4.Opportunity in the renewable energy solutions 5.Opportunity in Green Building solutions in real estate business 	<ol style="list-style-type: none"> 1.Japan's aging population leading to shortfall of workforce in labour intensive industries

PESTLE Analysis :

The PESTLE Analysis for Itochu is given below:

Political	Economical
1.US China Trade War bringing stagnation in business 2.Brexit making European business uncertain	1.Business disruptions due to Covid-19 2.Hiked Consumption Tax in Japan
Social	Technological
1.Japan's aging population leading to extended employment 2.Resolving social issues through diverse products and services	1.Itochu moving towards digital transformation
Legal	Environmental
1.Tightening regulations on the usage of personal data	1.Solving environmental issues through business initiatives in renewable energy 2.Avoiding investment in coal powered power plants

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