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## TAISEI CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** Taisei Corporation

**Company Sector :** Construction

**Operating Geography :** Japan, Asia, Global

**About the Company :**

Taisei Corporation engages in the civil engineering, construction, and real estate development businesses in Japan and internationally. The company is involved in the construction of infrastructure projects, such as tunnels, bridges, roads, and dams, as well as builds social infrastructures that support citizen's lives and industries. It also constructs and renovates airports, office buildings, commercial facilities, factories, and hospitals. In addition, the company is involved in the redevelopment projects, PFI projects, property management, and condominium sales projects; and purchase, sale, and rental of land and office buildings. Further, it engages in the research and development and engineering technologies; housing; and leisure businesses. The company was formerly known as Nippon Doboku Corporation and changed its name to Taisei Corporation in 1946. Taisei Corporation was founded in 1873 and is headquartered in Tokyo, Japan. As of March 31st 2021, it has 8,572 employees in 45 domestic sales offices.

Taisei Corporation unique selling proposition lies in one of the leading construction companies in Japan. Taisei Corporation mission statement reads, "To create a vibrant environment for all members of society. We seek in an environmentally sustainable manner to create safe and attractive spaces with exceptional value and to create a global community filled with hopes and dreams for the benefit of future generations."

**Revenue :**

¥1,480,141 million - FY ending 31st March 2021 (y-o-y growth of -15.5%)

¥1,751,331 million - FY ending 31st March 2020 (y-o-y growth of +6.1%)

**SWOT Analysis :**

The SWOT Analysis for Taisei Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Robust abilities to tackle challenging situations</li> <li>2. Cultivating and harnessing new technologies right from its inception</li> <li>3. Strong financial growth from past 11 years</li> <li>4. Diversified target fields apart from the core business</li> <li>5. Work site capabilities and rich work culture</li> </ul>	<ul style="list-style-type: none"> <li>1. Issues related to labour and worksite safety and commitment</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Opportunities to receive orders being an established brand name in the industry</li> <li>2. Development of next generation technologies, creating a point of differentiation</li> <li>3. Increasing amount of work on energy field projects such as restarts of nuclear and thermal power plants</li> </ul>	<ul style="list-style-type: none"> <li>1. Losing opportunities to receive orders due to occurrence of work-related accidents</li> <li>2. Changing scenarios in construction industry amidst pandemic</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Taisei Corporation is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. Involvement in the construction of Central Expressway project by Sri Lankan government to improve ties</li> <li>2. Bid rigging controversy in maglev project</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Labour shortage affecting Japan's construction industry</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Ensuring Quality and Improving Customer Satisfaction</li> <li>2. Improving health and safety standards</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. T-Mark.Navi: Energy-saving and Labour-saving</li> <li>2. New Experimental Facilities under Taisei Technology Center</li> <li>3. Implementing zero-energy balance (ZEB) Models</li> <li>4. Taisei I-innovation initiative for sustainability by leveraging technology</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Verification and Compliance with Rules and Regulations</li> <li>2. Practicing Intellectual Property Policy and Intellectual Property Strategy</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Mitigating and adapting to climate change</li> <li>2. Conserving Biodiversity through various initiatives</li> <li>3. Reducing environmental impact in supply chain</li> </ol>

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