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FANUC CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : FANUC Corporation

Company Sector : Robotics and Automation

Operating Geography : Japan, Asia, Global

About the Company : FANUC is a Japanese conglomerate that makes and sells automation equipment and services like robots and wireless CNC systems. The firm is headquartered in Oshino-Muro, Yamanashi Prefecture Japan. FANUC is a component of the TOPIX 100 and Nikkei 225 stock market indices and is traded on the first section of the Tokyo Stock Exchange. Early numerical control (NC) and servo systems were developed by FANUC as part of Fujitsu. FANUC Ltd was founded in 1972 when the Computing Control Division became self-contained. FA, ROBOT, and ROBOMACHINE are FANUC's three business pillars. Basic technologies such as NCs (numerical controls), servos, and lasers are used in the FA business, which is also used in the ROBOT and ROBOMACHINE companies. The company's main IoT product, the "FIELD system," has also been launched as a new business. Fanuc, a manufacturer of CNCs, robotics, and factory automation, announced in July 2021 that it had produced its 750,000th industrial robot, setting a new high in the robotics industry.

FANUC's Unique Selling Point or USP lies in its being the largest maker of industrial robots in the world. The mission statement of FANUC reads, "All FANUC products are engineered to optimise energy usage through intelligent energy management. And throughout the entire production process, our goal is to be as friendly to our environment as possible".

Revenue :

Yen 508,252 million - FY ending 31st March 2020 (y-o-y growth -20%)

Yen 635,568 million - FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for FANUC Corporation is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Well penetrated NC portfolio 2. Highly sophisticated manufacturing technology 3. Maintains strong capital structure 4. Global leader in industrial robots 	<ol style="list-style-type: none"> 1. Unable to maintain consistent sales growth
Opportunities	Threats
<ol style="list-style-type: none"> 1. Human assisting automatic robots 2. Need for continuing operations in pandemic 3. Integration with Artificial Intelligence (AI) and IOT 4. Factory automation for productivity 	<ol style="list-style-type: none"> 1. Covid having severe impact on operations 2. Restrained capital investments in EU and Japan 3. Global automobile industry stagnation

PESTLE Analysis :

The PESTLE Analysis for FANUC Corporation is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Trade friction between US-China 2.UK concerned for lack of automation 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Rapid development of Chinese economy favorable
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Job losses for communities at disadvantage 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Growing cloud robotics market 2.Social robots for better workplace environment 3.Digitization of factory floors
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.FAA rules to increase drones 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Workers prevented from working in hazardous workplaces 2.Waste management through robots

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