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KURITA WATER INDUSTRIES SWOT & PESTLE ANALYSIS

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Company Name : Kurita Water Industries

Company Sector : Water Treatment Service

Operating Geography : Japan, Asia, Global

About the Company :

Kurita Water Industries Ltd. is a Japanese business that manufactures, sells, and maintains water treatment systems and equipment with its headquarters in Tokyo, Japan. Haruo Kurita established the company in 1949 as a chemical water treatment company (boiler water treatment chemicals). Water purification, wastewater treatment, and soil remediation systems are among the company's products. Kurita also specializes in making water treatment chemicals for use in sanitation, air conditioning, and building. The business is divided into two areas. The Water Treatment Chemical division is involved in the production and marketing of water treatment chemicals and equipment, as well as providing maintenance services. The Water Treatment Equipment section manufactures and sells water treatment equipment and facilities, as well as chemical cleanings and precision cleaning services, soil and groundwater purification, and maintenance services such as water treatment facility operation and maintenance. Kurita Water Industries Ltd. has been added to the FTSE Blossom Japan Sector Relative Index as of 2022, a stock index designed for ESG (Environmental, Social, and Governance) investing. Kurita has been included in all of the GPIF-selected indexes for ESG investment.

Kurita Water Industries Ltd.'s USP lies in its being a technology-driven company with superior R&D skills, with a network that spans Japan and extends abroad. The mission statement of the Kurita Group reads, “A Creator of unique value to the solution of water and environment“, contributing to the realization of a sustainable society.

Revenue :

US\$2.4 billion - FY ending March 31, 2021

US\$7,863 million - FY ending March 31, 2020

SWOT Analysis :

The SWOT Analysis for Kurita Water Industries is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Leading Japanese water treatment company with high-quality offerings catering to a wide range of industries 2. Kuritas has a strong global presence and has conducted successful partnerships and M&As 3. Indispensability of many of the Kurita's water treatment chemicals and the services for its clients giving it a moat 4. Strong CSR policy which is at the core of the business 5. Kuritas has a strong focus on technology and R&D for its products and equipment, owning intellectual property 	<ol style="list-style-type: none"> 1. Aging infrastructure and equipment maintenance is a challenge
Opportunities	Threats
<ol style="list-style-type: none"> 1. Develop proprietary solution models which support region-wide improvements in water and energy efficiency 2. Expand operations to new geographies and develop new customer relations 3. Increase profitability in overseas operations 4. Tapping into high growth markets through enhanced solutions 	<ol style="list-style-type: none"> 1. Water treatment industry is highly competitive 2. Rising energy and electricity prices can spike costs

PESTLE Analysis :

The PESTLE Analysis for Kurita Water Industries is given below:

Political	Economical
1. Political conflict with China and Brexit has impacted global business operations	1. Rising prices of inputs such as raw steel and energy 2. World economy has slowed down post COVID-19, affecting demand and supply chains 3. Fluctuating foreign exchange rates impact business profitability
Social	Technological
1. Aging population is leading to a shrink in workforce in Japan 2. Industrialization and urbanization of developing countries is increase water usage and pollution	1. IoT and AI use is increasing in the water treatment industry 2. Companies are undertaking a digital transformation in departments such as HR
Legal	Environmental
1. Water treatment industry is subject to employee health and safety regulations all around the world	1. Water treatment plants use chemicals which pollute surrounding area 2. Resource planning and reducing carbon emissions is a key focus for companies

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