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RINNAI CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Rinnai Corporation

Company Sector : Consumer Electronics, Appliances

Operating Geography : Japan, Asia, Global

About the Company :

Rinnai Corporation is a manufacturer and distributor of heating equipment and components headquartered in Nagoya, Japan. Hidejiro Naito and Kanekichi Hayashi established Rinnai & Co. in 1920. The company's product line includes conventional thermal energy appliances such as cooking stoves and rice cookers, as well as hot-water units such as bath boilers and air conditioning. It sells conventional heating devices like gas fan heaters and infrared heaters, as well as semi-items like dishwashers and washing dryers. The kitchen, bathroom, hot-water units, heater, dressing room, and commercial use are all applications for the company's products. The business sells directly to city gas providers, propane fuel sales companies, housing equipment makers, home manufacturers, and pipe construction material sales firms in the domestic market. The company manufactures and sells heating appliances in the Americas, Europe, the Middle East, Africa, Asia, and Oceania via its subsidiaries. In September 2021, Rinnai America Corporation, a subsidiary of Rinnai Corporation, acquired all of the shares of Industrias Mass, S.A. de C.V., Mexico's leading manufacturer of commercial-use water heating systems. Rinnai has over 10,300 employees as of early 2022.

Rinnai Corporation's Unique Selling Point lies in its being Japan's largest manufacturer of gas kitchen appliances. The mission statement of the company reads, "We shall maintain a completely customer-focused approach based on the tenet that "our livelihood depends on the quality of our products." We shall provide products that offer "safety", "comfort" and "convenience" and we are friendly to the environment".

Revenue :

¥366.2 billion - FY ending 31 March 2022

¥344.4 billion - FY ending 31 March 2021

SWOT Analysis :

The SWOT Analysis for Rinnai Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.100-year-old Japanese company with diverse product mix and firmly established brand image for high-quality products 2.In-house production, development and automation equipment of key units 3.Number one seller of tankless water heaters in the US 4.Significant presence in six key markets 	<ul style="list-style-type: none"> 1.Rinnai Corporation faced lawsuits for product defect and usage risk 2.Sale and revenue of Commercial-Use equipment has declined
Opportunities	Threats
<ul style="list-style-type: none"> 1.Expansion of business domain to health and lifestyle products 2.Increase tankless water heaters sales in growing American market 3.Expand geographical footprint and business domains 4.Become a more customer-oriented company 	<ul style="list-style-type: none"> 1.Increased fixed costs in Japan 2.Threat from competitors in international locations 3.Weak performance due to industry shrinkage and price competition

PESTLE Analysis :

The PESTLE Analysis for Rinnai Corporation is given below:

<p style="text-align: center;">Political</p> <p>1. Consumption tax hike in Japan impacting consumer expenditure</p>	<p style="text-align: center;">Economical</p> <p>1. Rising cost of input to spike appliance prices 2. Foreign exchange fluctuation impact profits for global companies</p>
<p style="text-align: center;">Social</p> <p>1. Aging population is leading to a shrink in workforce in Japan 2. Increasing standards of living and urbanization globally 3. Declining birth rate, aging population and decrease in number of households in Japan</p>	<p style="text-align: center;">Technological</p> <p>1. Advancements in technologies for home appliances 2. Microbubble bath technology good for human health</p>
<p style="text-align: center;">Legal</p> <p>1. Recycling Law effective in Japan to address electric waste</p>	<p style="text-align: center;">Environmental</p> <p>1. Demand for energy-efficient appliances is growing 2. Companies becoming greener to combat climate change risk 3. Japan to achieve carbon neutrality goal by 2050 set by Govt. of Japan</p>

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