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AUTOBACS SEVEN SWOT & PESTLE ANALYSIS

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Company Name : Autobacs Seven

Company Sector : Automobile Ancillaries

Operating Geography : Japan, Asia, Global

About the Company :

Autobacs Seven Co Ltd, a Japanese retailer headquartered in Tokyo is automotive parts and accessories with locations largely in Asia, as well as stores in France. In 1947, Toshio Sumino established the company as Fuji Syokai Co., Ltd in Fukushima-Ku, Osaka. The company specialises in the retail and wholesale of automobile products, as well as the buying and sale of vehicles, vehicle inspection and maintenance services, and loan credit. The business is divided into four segments. Domestic Autobacs is involved in the distribution of automobile products as well as the leasing of retail space. The Overseas category sells car accessories, provides installation services, and performs vehicle maintenance for general consumers. The Car, Dealers, and B-to-B categories deal with the importation of automobiles, the acquisition of used vehicles, and the sale of automobiles to secondhand car dealers and others. The Others division is involved in the leasing of franchise chain affiliates in the United States. To boost earnings in the domestic AUTOBACS sector, the company announced the integration and merger of its six consolidated retail subsidiaries in 2021. Autobacs total number of stores in Japan stood at 588 as of March 2022.

Autobacs Seven's unique selling point is its great quality and low price. Autobacs Seven Co passes 7 of the 9 financial tests in the Piotroski F-Score, which is one of its distinguishing quality metrics. The mission statement of the company reads, "The AUTOBACS Group aims to become a "100-year company" that is indispensable to society by continuing to address issues facing society, automobiles, and people's lives and creating a rich and healthy automotive society, to help resolve social issues stemming from cars".

Revenue :

JPY 228,586 million - FY ending 31st March 2022 (y-o-y growth 3.6%)

JPY 220,400 million - FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Autobacs Seven is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.The AUTOBACS retail chain is the largest specialty retailer of good and services for cars in Japan 2.Strong financial performance of the company 3.Diversified portfolio of products and services provided by the company 	<ol style="list-style-type: none"> 1.Mainly concentrated in Japan
Opportunities	Threats
<ol style="list-style-type: none"> 1.Growth of e-commerce increase potential for domestic and international expansion. 2.Economic growth and population increase in emerging economies. 3.Strategic network for overseas development and sales. 4.The trust in Japanese brands in the overseas provides an opportunity for the company. 	<ol style="list-style-type: none"> 1.The automotive goods retail market is highly competitive. 2.Declining birthrate and aging population in Japan 3.The decarbonization movement can adversely impact the automotive industry. 4.Increase of prices by tire manufacturers.

PESTLE Analysis :

The PESTLE Analysis for Autobacs Seven is given below:

Political	Economical
1.The Ministry of Economy, Trade and Industry is in favour of electric vehicles and provides financial aid	1.Tax hike led to reduction in new vehicles sold and used car registrations
Social	Technological
1.Increasing demand for Japanese products, especially Japanese engine oil 2.Growing awareness of safe driving in recent years leading to a rise in demand for safe driving assistance products 3.Covid-19 has led to a decline in the vehicle miles travelled	1.To enhance customer experience use of digital apps providing a broad range of services 2.Use of technology to integrate information of the automotive industry to provide accurate proposals
Legal	Environmental
1.Japan is a party to the agreement concerning the adoption of several automobile regulations	1.To promote a circular economy, focus on product recycling and proper disposal 2.To increase sustainability reduction in carbon dioxide emissions

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