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SUBARU CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Subaru Corporation

Company Sector : Automotive, Aerospace

Operating Geography : Japan, Asia, Global

About the Company :

Subaru Corporation is a Japanese multinational conglomerate specialising in the manufacture of both terrestrial and aeronautical transportation systems. Subaru vehicles are the company's most well-known product line. Founded in 1953, Fuji Heavy Industries, Ltd. was the company's previous name until 2017. Subaru's core business is its automotive segment. In 1958, Subaru made its debut as a car manufacturer with the production of the Subaru 360. The Subaru 360 included several innovations from aircraft production, such as monocoque structure and plastic components, and it was a huge hit with customers, helping to spread family automobiles throughout Japan. The company's other core business is aeronautical transport systems, and it is at the forefront of Japan's aerospace industry, establishing top technologies in a variety of categories, including aircraft development and manufacturing technology, IT technology in pilotless aircraft, and high-level system integration technology that fuses flight control technology. The company's aerospace business works for the Japanese government as a defence contractor, producing Boeing and Lockheed Martin helicopters and planes under licence. Both corporations rely on this sector for global development and manufacturing. At the Tokyo Auto Salon 2022, held from January 14 to 16 at the Makuhari Messe convention centre, Subaru Corporation and its motorsport affiliate, Subaru Tecnica International Inc. (STI), unveiled two electric concept cars, the STI E-RA CONCEPT and SOLTERRA STI CONCEPT.

Subaru Corporation's USP lies in its being known as a high-tech, high-performance brand that pioneered the ECVT (electronic continuously variable transmission), a cutting-edge transmission system. The mission statement of Subaru reads, "We will strive to create advanced technology on an ongoing basis and provide consumers with distinctive products with the highest level of quality and customer satisfaction".

Revenue :

Yen 2744.5 billion - FY ending 31st March 2022

Yen 2830.2 billion - FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Subaru Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Global manufacturer of automobiles and aircrafts 2.Key development and production partner of Boeing for more than 40 years 3.Among the most profitable companies in the industry 4.Strong focus on safety across business segments 	<ul style="list-style-type: none"> 1.If the company continues to use energy derived from fossil fuel it might incur additional costs 2.Heavy dependence on United States for a major portion of revenue
Opportunities	Threats
<ul style="list-style-type: none"> 1.Agreement with Toyota Corporation on joint development of a BEV dedicated platform. 2.Increase strategic investment and research and development spending 3.Advancing eyesight and coordinating it with safety 4.Sales of car models undergoing full model change like Forester. 	<ul style="list-style-type: none"> 1.Decline in capital investment and domestic demand in Japan 2.The company might suffer from shortages of natural and metal resources. 3.The negative impact of covid-19 could continue.

PESTLE Analysis :

The PESTLE Analysis for Subaru Corporation is given below:

Political	Economical
1.Biden administration is in favor of electric vehicles positively impacting the company. 2.Japan-China economic ties are flourishing which will positively impact the operations of the company.	1.The global slump triggered by the pandemic has made the operations of the company highly uncertain. 2.Fluctuations in exchange rate impact the financial results of the company.
Social	Technological
1.Customers maintaining high awareness toward society and the environment 2.Covid-19 has led to a decrease in the vehicle miles travelled negatively impacting revenue	1. Use of technology to impact car's ability to avoid accidents. 2. Efforts towards development of electric vehicles and electric powertrain technology.
Legal	Environmental
1.Involved in various legal proceedings.	1.Increased focus on the creation on a low carbon economy. 2.To increase sustainability, various recycling initiatives undertaken.

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