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DAIFUKU CO. LTD. SWOT & PESTLE ANALYSIS

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Company Name : Daifuku Co. Ltd.

Company Sector : Material Handling

Operating Geography : Japan, Asia, Global

About the Company :

Daifuku Co. Ltd is Japanese material-handling equipment manufacturing company with its headquarters in Osaka. The company was formed in 1937. The firm has a global network of offices and subsidiaries that provide automated storage and materials handling system design, engineering, sales, installation, and commissioning. The business is divided into three segments. It's Logistics Systems include auto factory automation, which manufactures conveyor systems for building automobiles; factory and distribution automation, which provides storage, sorting and packing, and transportation; and electronic factory automation, which includes cleanroom transport and storage. Interface boards for industrial computers are made by an Electronics section. The Other category includes it all from car washes to bowling equipment. The company started in May 2021 that it had retained the top spot in Modern Materials Handling's annual ranking. Daifuku was ranked No. 1 in Modern Materials Handling Magazine's "Top 20 Material Handling Systems Suppliers 2022" survey in May 2022. This is the eighth year in a row that Daifuku has been ranked first.

Daifuku Co., Ltd's USP lies in its being the leading provider of material handlings systems. The mission statement of Daifuku reads, "Capitalizing on the wealth of technologies and knowledge accumulated through our global development, we aim to become a Value Innovator that provides customers with optimal and best solutions to enhance their competitive advantage. Daifuku continuously innovates to revolutionize tomorrow".

Revenue :

JPY 512.2 billion - FY ended March 31st 2022

JPY 473.9 billion - FY ended March 31st 2021

SWOT Analysis :

The SWOT Analysis for Daifuku Co. Ltd. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Established Japanese company with a diverse product portfolio 2.Extensive and successful international business expansion 3.Strong in-house development of hardware and software, and our comprehensive support system for customers 4.Strong after-sales service network across the globe 	<ul style="list-style-type: none"> 1.Lawsuits and litigation charges harmful to company
Opportunities	Threats
<ul style="list-style-type: none"> 1.Further international expansion of business 2.Tapping into new business opportunities with advanced airport technologies 3.Acquire cutting-edge technologies through mergers and acquisitions 4.Booming e-commerce is a strategic opportunity for Daifuku 	<ul style="list-style-type: none"> 1.Stiff competition in airport handling sector from leading companies 2.Reduction in sales due to decrease in demand in automobile and airport industry 3.Stiff competition from Taiwanese markets for electronics

PESTLE Analysis :

The PESTLE Analysis for Daifuku Co. Ltd. is given below:

<p style="text-align: center;">Political</p> <p>1. Tensions between Japan and China, South Korea</p>	<p style="text-align: center;">Economical</p> <p>1. COVID-19 adversely affected the automotive, distribution and airport industries</p> <p>2. Japan is a manufacturing hub and the sector remains resilient</p>
<p style="text-align: center;">Social</p> <p>1. Japan is facing a labour shortage in recent years due to an aging population</p>	<p style="text-align: center;">Technological</p> <p>1. Developments in airport, intralogistics, automotive and cleanroom technologies and software</p> <p>2. Digital Transformation (DX) and online shift to optimize production processes</p>
<p style="text-align: center;">Legal</p> <p>1. Handling businesses have strict employee health and safety guidelines to avoid accidents on-site</p>	<p style="text-align: center;">Environmental</p> <p>1. Companies are becoming increasingly environmentally conscious</p> <p>2. Rising trend of certified 'eco-products' and environment-conscious businesses</p> <p>3. Solar power to become cheaper than nuclear by 2030</p>

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Client Support:
support@swotandpestle.com