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KURARAY CO. LTD. SWOT & PESTLE ANALYSIS

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Company Name : Kuraray Co. Ltd.

Company Sector : Chemical products, High Performance Materials

Operating Geography : Japan, Asia, Global

About the Company :

Kuraray Co., Ltd. is a Japanese chemical, fibre, and another material manufacturer. Kurashiki, Okayama, is where their primary production facilities are located. The company is headquartered in Tokyo, Japan. Kuraray was established in 1926 to commercialise synthetic rayon, which at the time was cutting-edge technology. Resins and chemicals, fibres and other materials, and other materials make up the company's three segments. PVA resin and film, PVB resin and film, EVOH resin and film, methacrylic resin, isoprene chemicals, elastomer, polyamide resin, and medicinal items are all examples of chemicals and resins that are manufactured and sold. The fibre department includes the production and marketing of KURALON™, man-made leather, nonwoven fabrics, hook-and-loop fasteners, and polyester fibres. The other material section produces and sells activated carbon as well as high-performance membranes and water treatment equipment. In May 2022, Kuraray Co., Ltd. won the Technology Special Award from the 54th Japan Chemical Industry Association (JCIA) Technology Award Program for its development and industrialization of the GL module, a hollow-fibre membrane module for water treatment.

The Kuraray Group's USP is it's being a global leader in speciality chemical, fibre and resin production and the sole worldwide producer of Vectran liquid crystal polymer (LCP) fibre. The mission statement of Kuraray reads, "We are committed to developing new fields of business using pioneering technology that improves the environment and enhances the quality of life throughout the world. For people and the planet—to achieve what no one else can".

Revenue :

Yen 629.4 billion- FY ending 31st December 2021 (y-o-y increase 16.2%)

Yen 541.8 billion- FY ending 31st December 2020

SWOT Analysis :

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

| Strengths | Weaknesses |
|---|---|
| <p>1.Strong focus on research and development enhancing competitiveness</p> <p>2.Strong market presence allows Kuraray to broaden its customer base while increasing overall profitability</p> <p>3.Kuraray's wider geographical presence allows it to capture major markets across the globe and increase market share</p> <p>4.Diversified product portfolio lowers the risks and reduces the impact of covid 19</p> | <p>1.Lawsuits filed against Kuraray may impact its profitability and damage its reputation</p> <p>2.Process accidents occurring on the sites could severely affect Kuraray's operations</p> |
| Opportunities | Threats |
| <p>1.Strategic expansion is possible as US chemical industry is expected to grow at a substantial rate</p> <p>2.Semiconductor industry is expected to grow which will benefit Kuraray's business of manufacturing polishing pads for semiconductors</p> <p>3.Consistent focus on expansion and strategic collaborations can drive its growth</p> <p>4.Positive outlook on medical device and dental care industry can benefit Kuraray's business.</p> | <p>1.The need to comply to various country specific laws and regulations, can hamper the growth opportunities</p> <p>2.Fluctuations in oil prices can affect the company's profitability and production of petrochemical products</p> <p>3.Labor shortages can lead to increasing operational costs</p> <p>4.Fluctuating raw material prices and non-availability of raw materials can severely affect Kuraray's production costs.</p> <p>5.Intense competition from various chemical producers at regional, national, and international levels</p> |

PESTLE Analysis :

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

| Political | Economical |
|---|--|
| <p>1.Strengthening corporation between Japan, US, and EU to correct unfair trade policies will help chemical companies to have better trading opportunities.</p> <p>2.Tightening the regulation of more than 10000 substances by EU threatens EU chemical industry</p> <p>3.Shifting policy due to Biden administration's commitment to environmental justice and evolving TSCA act</p> | <p>1.Oil prices are increasing and expected to rise even further, affecting operational margins and production of petrochemical products.</p> <p>2.Increasing labour shortages will impact operational costs</p> <p>3.Fluctuating raw material prices will affect the production costs</p> |
| Social | Technological |
| <p>1.Surging demand for chemical companies to invest in sustainable products may affect Kuraray's growth</p> <p>2.Shift in consumer demand towards electric vehicles leading chemical companies to focus on switching to more advanced materials</p> | <p>1.Optimizing the operation of in-house power plants using IoT technology to improve plant performance</p> <p>2.Adoption of Artificial Intelligence by Kuraray to enhance competitiveness</p> |
| Legal | Environmental |

1.Lawsuits filed against Kuraray for accidents can damage its reputation

2.Increasing country specific laws and regulations can limit Kuraray's growth opportunities.

1.Heavy focus on reducing carbon emissions and promoting low carbon investment

2.Strong focus on sustainability initiatives as it signed the UNGC to realize sustainable development goals

3.Attention to reducing food loss by providing innovative and sustainable food packaging solutions

4.Significant contribution towards providing cleaner water and air through waste management and conservation of resources

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