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## TOTO LTD. SWOT & PESTLE ANALYSIS

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**Company Name :** TOTO Ltd.

**Company Sector :** Toilet and Housing Equipment

**Operating Geography :** Japan, Asia, Global

**About the Company :**

Toto Ltd is a toilet manufacturer. It was established in 1917 and is renowned for creating the Washlet and related goods. The business has operations throughout nine nations and is headquartered in Kitakyushu, Japan. Its product line includes bathroom fixtures such as sanitary ware, unit bathrooms, system toilets, plumbing accessories, toilet seats, bathtubs, and bathroom vanity units. Additionally, the company sells plumbing fixtures for homes and businesses, including toilet fixtures, welfare equipment, tiles, hydro test coating materials, and optical components. Kitchen fixtures include modular kitchens, heating, and drying systems. It also runs enterprises in ceramics and ecological construction materials. Offering electrostatic chucks and other ceramic items is the focus of the Ceramics sector. The section for environmental building materials sells tiles and other building supplies. The Company also engages in the leasing of real estate. Toto participated virtually in CES 2022 and has developed a new dynamic digital experience to showcase its technologically superior products and cutting-edge bathroom technologies. Toto also highlighted its debut into the wellness industry by presenting its WELLNESS TOILET idea.

The USP of Toto Ltd. is that it is the largest toilet manufacturer in the world, fostering a richer and more comfortable way of life and culture. The mission statement of the company reads, "TOTO strives to create a great company that is trusted by people around the world and to contribute to the betterment of society".

**Revenue :**

Yen 577,840 million - FY ending 31st March 2021 (y-o-y growth -2.99%)

Yen 595,709 million - FY ending 31st March 2020

**SWOT Analysis :**

The SWOT Analysis for TOTO Ltd. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Largest toilet manufacturer in the world with more than 100 years of existence.</li> <li>2.More than 75 production sites and 100 showrooms in Japan and other countries.</li> <li>3.Provides wide range of product solutions for home.</li> <li>4.Leading and awarded product innovator through independently developed technologies.</li> <li>5.Strong financial position of the company.</li> </ol>	<ol style="list-style-type: none"> <li>1.Majority of the sales comes from Japan although present globally.</li> <li>2.Changes in management plan due to failure of WILL 2022 can affect operations.</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Expand operations through new product domain offerings.</li> <li>2.Drive sustainable growth in sales and investments through WILL 2030 plan.</li> <li>3.Accelerate growth in foreign countries like USA and Europe.</li> </ol>	<ol style="list-style-type: none"> <li>1.Supply chain disruptions can affect the supply of products.</li> <li>2.Natural disasters pose a threat to the business of the company as Japan is prone to natural disasters like earthquake, floods etc.</li> <li>3.Decrease in the population of Japan can affect the demand for new housing equipment.</li> </ol>

**PESTLE Analysis :**

The PESTLE Analysis for TOTO Ltd. is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.US and China trade war has also affected Japanese multinationals.</p> <p>2.Ukraine- Russia war has disrupted the global supply chain.</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Supply chain disruptions has increased the raw material procurement costs.</p> <p>2.Inflation is raising the raw material costs.</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Japan is witnessing a decline in its workforce due to lower birth rates.</p> <p>2.Consumers around the globe are becoming aware about the importance of conservation of water, energy etc.</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Smart toilets are being used to track the health of the users.</p> <p>2.Use of IOT and Artificial Intelligence (AI) in housing equipment are growing.</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Regulations regarding water conservation are changing around the globe.</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.Water scarcity is likely to become a major problem worldwide.</p>

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