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FUJI ELECTRIC CO. LTD. SWOT & PESTLE ANALYSIS

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Company Name : Fuji Electric Co. Ltd.

Company Sector : Manufacturing, Electric Equipment

Operating Geography : Japan, Asia, Global

About the Company :

Fuji Electric Co., Ltd. creates electric machinery and electronic goods. The main office of Fuji Electric is headquartered in Shinagawa-Ku, Tokyo, Japan. Furukawa Electric, a division of Furukawa zaibatsu firm, and Siemens AG merged to establish Fuji Electric in 1923. The firm has operations in Asia, Europe, and North America. The business is divided into six segments. Appliances, power supply systems, transformer systems, and energy management are all part of the Power Electronics System and Energy Solutions category. The Power Electronics System Industry Solutions segment covers facility construction, information technology systems, environmental and social solutions, process automation, and factory automation. The Power Producing section consists of nuclear machinery, thermal power generation facilities, and new and renewable energy sources. Semiconductors and disc media are included in the electronic device section. Vending machines and store distribution are included in the food distribution section. Real estate, insurance, travel, finance, printing, information, and staffing services are all provided by the other component. Fuji Electric in March 2022 gave a total of 100 million JPY to UNHCR, UNICEF, and the Japanese Red Cross Society for emergency humanitarian help in Ukraine and surrounding nations.

The USP of Fuji Electric is its ability to independently design and build energy-saving power semiconductors, as well as the company's potential to help the world achieve the objective of a decarbonized civilization. The mission statement of the company reads, "Through our innovation in energy technology, we contribute to the creation of responsible and sustainable societies. Achieve further growth through our global business expansion".

Revenue :

JPY 910,226 million- FY ending 31st March 2022 (y-o-y increase 34.3%)

JPY 875,900 million - FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Fuji Electric Co. Ltd. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong focus on research and development enhancing competitiveness 2.Diversified business operations mitigate the risks and reduces the impact of covid 19 3.Fuji Electric's wider geographical presence allows it to capture major markets across the globe and increase market share 	<ul style="list-style-type: none"> 1.Lawsuits filed against Fuji Electric may impact its profitability and damage its reputation 2.Losses caused due to defective products will severely affect Fuji Electric's operations
Opportunities	Threats
<ul style="list-style-type: none"> 1.Strategic expansion is possible as global electric equipment market is expected to grow at a substantial rate 2.Semiconductor industry is expected to grow which will benefit Fuji Electric's power semiconductor business 3.Consistent focus on expansion and strategic collaborations in Asia can drive its growth 4.Positive outlook on global automotive industry can benefit Fuji Electric's business. 	<ul style="list-style-type: none"> 1.The need to comply to various country specific laws and regulations, can hamper the growth opportunities 2.Rapid technological advancements can impact company's profitability and competitive position 3.Japan facing labor shortages can lead to increasing operational costs 4.Intense competition from various diversified manufacturers can hamper business profitability

PESTLE Analysis :

The PESTLE Analysis for Fuji Electric Co. Ltd. is given below:

<p style="text-align: center;">Political</p> <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.Chinese government issuing policies in semiconductor industry and measures post lockdown will impact Fuji Electric's business</p> <p>3.Indian government's focus on building domestic electronics manufacturing may impact Fuji Electric's business</p>	<p style="text-align: center;">Economical</p> <p>1.Increasing labour shortages will impact operational costs</p> <p>2.Raw material shortage will affect the production costs</p>
<p style="text-align: center;">Social</p> <p>1.Surging demand for electric equipment with low power consumption will impact Fuji Electric's business</p> <p>2.Shift in consumer demand towards electric vehicles leading to more business opportunities</p>	<p style="text-align: center;">Technological</p> <p>1.Consistent focus on innovation to build advanced systems will drive Fuji Electric's growth</p> <p>2.Adoption of IoT and AI to increase efficiency will positively impact the company's business</p>
<p style="text-align: center;">Legal</p> <p>1.Lawsuits filed against Fuji Electric may impact its profitability and damage its reputation</p> <p>2.Increasing country specific laws and regulations can limit Fuji Electric's growth opportunities.</p>	<p style="text-align: center;">Environmental</p> <p>1.Strong focus on manufacturing low energy consumption products to achieve sustainable business model</p> <p>2.Heavy focus on reducing carbon emissions and promoting low carbon investment</p>

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