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FUJITSU SWOT & PESTLE ANALYSIS

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Company Name : Fujitsu

Company Sector : Information Technology (products and services)

Operating Geography : Asia, Japan, Global

About the Company : Fujitsu is a pioneer in Information and communication technology (ICT) industry, with a presence in over 180 countries. Established in 1935 as a telecommunication equipment manufacturer, it has gradually ventured into the manufacturing of mainframe and personal computer systems and electronic components for devices. It holds about 97000 patents in the area of ICT. Fujitsu's IT services business holds number one position in Japan and is on fifth spot, globally in terms of market share. Fujitsu has a stellar track record in providing multi-pronged services alongside the development, manufacture, sales and maintenance of the large-scale, cutting-edge, high-quality products and electronic devices that make these services possible. Headquartered in Tokyo, Japan, Fujitsu employs 140,365 people worldwide. Fujitsu has been selected for incorporation in the Dow Jones Sustainability World Index (DJSI World), the world's leading Socially Responsible Investment (SRI) index for the 17th time.

Fujitsu Group's USP or unique selling point lies in being Japan's no. 1 IT service provider and the fifth largest in the world. It is also amongst the World's top10 providers of servers holding vast number of patents globally. Fujitsu Group's corporate vision statement reads

Through our constant pursuit of innovation, the Fujitsu Group aims to contribute to the creation of a net-worked society that is rewarding and secure, bringing about a prosperous future that fulfills the dreams of people throughout the world." Fujitsu's mission statement reads "Foster greater opportunities for inclusion that result in long-term business relationships and increased volume of participation."

Revenue :

¥ 40.98 billion – FY ending 31st March 2018 (y-o-y growth (negative) - 0.8%)

¥ 41.32 billion – FY ending 31st March 2017

SWOT Analysis :

The SWOT Analysis for Fujitsu is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Market leader in ICT services Intellectual property and R&D 2. High market share in Japan by customer industry 3. Intellectual property and R&D 4. Diverse product portfolio 5. Impressive Client Base and ability to have long term customer relations 	<ul style="list-style-type: none"> 1. Large market size 2. Lower Brand perception when compared to some global competitors 3. Dependency on domicile markets
Opportunities	Threats
<ul style="list-style-type: none"> 1. Growing economy and digitalization 2. Innovation in new products and technology 3. Japan's ICT market is poised for exponential growth 4. Growing through strategic alliances and joint ventures 	<ul style="list-style-type: none"> 1. Intense Competition both in domestic and international markets 2. Budding Startups in the IT space

PESTLE Analysis :

The PESTLE Analysis for Fujitsu is given below:

Political	Economical
1.Susceptible to changes in regulations 2.Japan dragged to China and US conflict 3.EU-Japan Trade agreement	1.Improved labour market and consumer spending 2.Low Interest rates 3.Exchange rate fluctuations 4.Market volatility
Social	Technological
1.Falling Unemployment Levels Ageing population of Japan can be a threat to the GDP	1.Technology developments in ICT 2.Japan in top 10 for ICT ranking
Legal	Environmental
1.Legal disputes and Litigations 2.Tax rate changes	1.

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