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## IDEMITSU KOSAN SWOT & PESTLE ANALYSIS

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**Company Name :** Idemitsu Kosan

**Company Sector :** Oil and Gas, Petrochemical Products

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

**About the Company :**

The Idemitsu Kosan Company, Ltd. was founded by Idemitsu Shokai on June 1911 in Moji, Kitakyushu. It is a petroleum company based in Japan. It owns and maintains oil platforms, refineries, and produces and distributes petroleum, oils, and petrochemical products, as well as operating gas stations under the apollostation brand and (until 2023) its own Idemitsu and Shell brands, the latter under Royal Dutch Shell's license. The company is listed on the Tokyo Stock Exchange's First Section and, after absorbing Showa Shell Sekiyu in 2019, is a Nikkei 225 index constituent. Renewable energy, petrochemicals, fuel oils, lubricating oils, asphalt, oil and gas development, coal, electronic materials, and agribio are all areas where the Idemitsu Group is expanding globally. Both corporate and SS brands utilize the icon "Apollo," a sun god who appears in Greek and Roman mythology. Idemitsu Kosan has partnered with Umicore in 2022 to develop high-performance catholyte materials for solid-state batteries.

Idemitsu Group's USP or Unique Selling Proposition is that it is Japan's second-largest petroleum refiner. The company mission statement reads "We aim to fulfill these responsibilities through our business activities involving energy/material transition to a carbon neutral/circulatory society, next generation mobility & community for an aging society, and new materials to make it possible to overcome such challenges." While its vision statement is to become "Your Reliable Partner for Brighter Future."

**Revenue :**

¥ 6,886 billion – as of FY ended March 31st 2022 (y-o-y growth of 46.6%)

¥ 4,556 billion – as of FY ended March 31st 2021

## SWOT Analysis :

The SWOT Analysis for Idemitsu Kosan is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Important player in the domestic petrochemical products market</li> <li>2.Diversified, cross-sector, product portfolio</li> <li>3.Recent integration under one brand promises better administration</li> <li>4.Increasingly sustainable approach to doing business</li> <li>5.Strong financial performance despite pandemic</li> </ul>	<ul style="list-style-type: none"> <li>1.Too concentrated on core business of petrochemical products</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Strengthen global expansion in the Asia Pacific region</li> <li>2.Recovery of the global economy post-pandemic may increase sales</li> <li>3.Diversify further alternative energy to reduce pressure on core business</li> <li>4.Utilise digital transformation to venture in new markets/products</li> </ul>	<ul style="list-style-type: none"> <li>1.Structural erosion of demand in the global economy due to COVID-19 pandemic</li> <li>2.Supply chain disruptions due to geopolitical tensions</li> <li>3.Volatility in oil prices as seen in 2022 may harm sales</li> <li>4.Faces rivalry from bigger Japanese petrochemical companies</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Idemitsu Kosan is given below:

Political	Economical
1. Supply-chain disruptions due to geopolitical conflicts 2. Instability due to change in head of state in Japan	1. Sluggish economic growth post-pandemic may hurt Japan's economy 2. Competition with South Korean economy may lead to tensions
Social	Technological
1. New variants of the Sars-Cov-2 virus may impact global health systems and livelihoods 2. Japan's ageing population needs to be tackled with sensitivity and funds 3. Weak productivity of human capital in Japan	1. Digitization being given importance by Japanese government 2. Rising popularity of digitally transforming businesses
Legal	Environmental
1. Downgrading the legal status of Sars-Cov-2 may have unexpected socio-economic results	1. Focus on sustainability in Japan since 2022 2. Climate change calls for phasing out of fossil fuels

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