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## MARUBENI CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** Marubeni Corporation

**Company Sector :** Food & Consumer Products, Chemical & Forest Products, Energy & Metals, Power Projects & Plant, and Transportation & Industrial Machinery

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

**About the Company :**

Marubeni Corporation is a Japanese company founded in May 1858 and headquartered in Tokyo, Japan. The company is involved in handling of products and provision of services in broad range of sectors like food, textile, chemical, paper, energy, metals, minerals, transportation and machineries. The company also deals in power projects and infrastructure, plants and industrial machinery, finance, logistics and information industry, and real estate development and construction. Marubeni Corporation along with its consolidated subsidiaries form a large business network conducting import and export activities in Japan and abroad. This also includes third-country trading and domestic business, incorporating diverse range of business activities over wide-ranging fields. The company savors leading market shares in cereal and paper pulp trading along with a substantial electrical and industrial plant business. In March 2022, Marubeni Corporation, Marubeni Forest LinX Co., Kodansha Ltd., Shueisha Inc., and Shogakukan Inc Ltd. formed a joint venture company called "PubteX Co., Ltd." with the goal of accelerating digital transformation and reforming the supply chain of the Japanese publishing industry to make it more sustainable.

The USP of Marubeni lies in it being a major Japanese integrated trading and investment business conglomerate. Marubeni's vision for future reads "We anticipate the issues and challenges facing society and create innovative solutions for our customers and for the world, breaking down barriers between sectors, between internal and external, crossing borders, building on our existing business models and expanding into new markets. We will generate new value by freely combining our Group's strengths, internal and external expertise, individual dreams and visions, taking the Marubeni Group as one single platform."

**Revenue :**

JPY 6,332 billion - FY ending 31st March 2021

JPY 6,827 billion - FY ending 31st March 2020

## SWOT Analysis :

The SWOT Analysis for Marubeni Corporation is given below:

| Strengths   | Weaknesses   |
|---|--|
| <ul style="list-style-type: none"> <li>1.Strong presence in stable earnings-type businesses.</li> <li>2.Strong presence in wide range of businesses</li> <li>3.Organic expansion brought about by years of independent operation by Helena agri-business</li> </ul>   | <ul style="list-style-type: none"> <li>1.Large impairment losses due to the pandemic</li> <li>2.Reckless investment in loss making companies</li> </ul>  |
| Opportunities   | Threats  |
| <ul style="list-style-type: none"> <li>1.Targeting increasing demand for beef through two massive platforms in the U.S. and Australia</li> <li>2.Growing demand for containerboard in economies like Asia</li> <li>3.Enhance cash flow management</li> <li>4.Strategically select businesses and maximize value of each</li> <li>5.Increasing business opportunities in IT sector.</li> </ul> | <ul style="list-style-type: none"> <li>1.Credit risks due to wide business partners</li> <li>2.Changes in market interest rates and global economies.</li> <li>3.Shrinking population in Japan is leading to low demand</li> </ul> |

## PESTLE Analysis :

The PESTLE Analysis for Marubeni Corporation is given below:

| Political  | Economical   |
|--|--|
| 1.US-China Trade wars slowing global economy   | 1.Fluctuations in the prices of goods and Merchandise<br>2.Declining global economy due to the effect of COVID   |
| Social   | Technological  |
| 1.Investment in digital healthcare to solve social health challenges<br>2.Rise in the demand for sanitary products due to pandemic | 1.Technological advancement towards the IT sector<br>2.Integration of AI into Agri-solutions   |
| Legal  | Environmental  |
| 1.Litigations, disputes and other legal proceedings  | 1.Building business model for a sustainable recycling-oriented economy with innovative fiber recycling technology<br>2.Development of CO2 free energy supply chain<br>3.Environmental pollution due to business activities |

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**[support@swotandpestle.com](mailto:support@swotandpestle.com)**