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TADANO LTD. SWOT & PESTLE ANALYSIS

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Company Name : Tadano Ltd.

Company Sector : Construction Equipment Manufacturer

Operating Geography : Japan, Asia, Global

About the Company :

Tadano is a company based in Takamatsu, Japan that primarily manufactures and sells construction machinery. The company's founder, Masuo Tadano, launched his work as a steel fabricator in Fujitsuka-Cho, Takamatsu, Japan, in 1919. He formed TADANO Ltd. In 1948 and established the first cargo handling equipment production plant; throughout the years, the company expanded its manufacture to encompass a variety of industrial equipment. The Company operates in three geographical segments: Japan, Europe, and the Americas. Construction cranes are manufactured and sold by the company. Terrain cranes, truck cranes, aerial platforms, telescopic boom crawler cranes, loader cranes, boom truck cranes, rough terrain cranes, cargo cranes, vehicle-hauling cranes, and special purpose vehicles are among the company's products. The company also offers after-sales and repair services. In addition, the company sells industrial components, vintage automobiles, and lifters, among other things. Tadano in 2022 announced that is engaging in R&D for artificial intelligence (AI) systems for future lifting needs.

Tadano's USP is that it is the leading and largest crane and aerial work platform producer in Japan, and one of the world's largest crane manufacturers. The mission statement of the company reads, "At Tadano, we believe that high-quality lifting equipment can contribute to a better society and the prosperity of our customers, and we aim to maximize our corporate value while meeting the expectations of every stakeholder. Simply stated, we are pursuing further excellence for the world and the future".

Revenue :

Yen 205,661 million - FY ending 31st March 2022 (y-o-y growth 2%)

Yen 186,040 million - FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Tadano Ltd. is given below:

Strengths	Weaknesses
<p>1.Expanded operations in many new countries within past 2 to 3 years through acquisitions and new centers.</p> <p>2.Enhancing a strong product portfolio through new product launch.</p> <p>3.Technological innovation with many core technologies and increased investment in R&D.</p> <p>4.Strong network of customer service centers in Japan</p>	<p>1.Weak distribution network outside Japan</p> <p>2.The company's interest-bearing debt has increased drastically while revenue has fallen.</p> <p>3.Operating margin of the company has been affected and has reduced significantly.</p>
Opportunities	Threats
<p>1.Increase the sales and operations in countries outside Japan and become the global leader in lifting equipment industry.</p> <p>2.Digital transformation can help the company in shifting from lifting equipment manufacturer to lifting solution provider.</p> <p>3.Expanding R&D operations through partnerships and investment.</p>	<p>1.Global supply chain disruptions can affect the business overseas</p> <p>2.Global semiconductor shortages can affect the production</p>

PESTLE Analysis :

The PESTLE Analysis for Tadano Ltd. is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Japanese firms are halting their operations in Russia due to Ukraine- Russia war. 2. Ukraine-Russia war is building pressure on the global supply chain. 3. Stimulus packages have been released by government of many countries to develop public and clean energy infrastructures in response to covid-19. 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Inflation in major economies is affecting the prices of metals and commodities. 2. An economic slowdown is being forecasted for Japan backed by falling Yen.
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Japan's workforce is shrinking due to lower birth rates. 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Digital transformation strategy is being adopted by manufacturing industries to become complete solution providers. 2. IOT and AI are being integrated into cranes to transform them into smart cranes
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Many countries are implementing new regulations related to the industrial pollution 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Japan is investing heavily in wind energy infrastructure to meet its 2030 renewable energy target 2. Focus on reducing carbon footprint of customers by building environmentally friendly products

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