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AMADA CO. LTD. SWOT & PESTLE ANALYSIS

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Company Name : Amada Co. Ltd.

Company Sector : Metal Processing and Machinery

Operating Geography : Japan, Asia, Global

About the Company :

Amada Co. Ltd. is a Japan based company headquartered in Ishera, Kanagawa engaged mainly in the development, manufacture and sale of metal processing equipment and metal machine tools, as well as the provision of related services. The company operates in two main segments - The Metal Processing Equipment Segment mainly deals in the manufacture and sale of products such as laser machine, punch and combined processing equipment, press brakes, bending robots, shirring, plate processing system lines, factory automation (FA) as well as welding equipment such as precision laser equipment and resistance welding equipment. The Metal Machine Tool segment is engaged in the manufacture and sale of cutting products such as metal cutting saws, shape steel cutting saws, press products such as mechanical presses, as well as machine tools such as grinding machines. The company is also engaged in the real estate leasing business and car leasing business. The company also offers software, peripheral equipment, and consumables for each process. Amada Co. operates in Europe, Asia the Americans and Africa. In April 2022 the company launched ARPAS, high speed Line system with the articulated robots and stamping servo presses.

AMADA unique selling proposition is increasingly on digital added value. The company's mission is to aspires to become a business enterprise to link with customers, society and the world through eco-conscious manufacturing.

Revenue :

Yen 312,658 million - FY ending 31st March 2022 (y-o-y growth 25%)

Yen 250,448 million - FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Amada Co. Ltd. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Creation of a new production structure to help Amada solve customers' issues more efficiently 2. Strong y-o-y and quarterly improvement across all KPIs. 3. Early implementation of digital proposals and sales globally. 4. Strong focus on innovation and improvements. 5. A diverse portfolio of products across categories. 6. Strong global presence and sales well diversified by region. 	<ol style="list-style-type: none"> 1. Lack of diversification in revenue structure.
Opportunities	Threats
<ol style="list-style-type: none"> 1. Reinforcement and expansion of the service business. 2. Strong expected growth in the sheet metals market. 	<ol style="list-style-type: none"> 1. Risks of a receding workforce as a result of Japan's ageing population. 2. Fluctuations in foreign currency exchange rates. 3. Issues related to supply and procurement of materials.

PESTLE Analysis :

The PESTLE Analysis for Amada Co. Ltd. is given below:

Political	Economical
1.Effect on Japan of the China-Taiwan crisis.	1.Fall of the Japanese Yen against the US dollar. 2.Energy crisis in Europe where the group has significant operations. 3.Economic slowdown and record high inflation levels to affect customers' purchasing power and hence sales.
Social	Technological
1.The Covid-19 crisis has led the company shifting to a local completion style. 2.Alarmingly high older population of Japan.	1.Fusion of advanced technologies in laser processing. 2.Diversification of processing materials needs.
Legal	Environmental
1.Reduction of tariff on Japanese steel by United States likely to help boost the group's imports.	1.Focused efforts to reduce greenhouse emission in supply chain. 2.Creation of Eco-products to limit emission.

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