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## ASAHI KASEI CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** Asahi Kasei Corporation

**Company Sector :** Chemicals & Fibres, Homes & Construction materials, Electronics and Health care

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

**About the Company :**

Asahi Kasei Corporation is a multinational chemical company based in Japan. Chemicals and materials research is the company's core strength. The firm's headquarters are in Tokyo, Japan. In 1931, Asahi Kasei was founded to produce chemicals such as ammonia and nitric acids. The Asahi Kasei Group operates in the three business sectors of Material, Homes, and Health Care. The company's basic materials sector includes the commercialization of the Casale ammonia synthesis process, and it now provides products such as caustic soda, chlorine, acrylonitrile, styrene, methyl methacrylate, adipic acid, polyethylene, polystyrene, and other petrochemicals to a broad variety of industries. The company's home division focuses on "Long Life Home" goods that provide consumer loyalty for more than fifty years. Remodelling, real estate, and urban regeneration are examples of peripheral businesses that provide a full spectrum of services to help sustain home asset value over time, resulting in a genuinely rich living atmosphere. The pharmaceuticals division of the group offers a wide variety of pharmaceuticals and diagnostic reagents. The creation of new world-class drugs is advanced as a specialised, R&D-centered operation to deliver novel and specific therapeutic solutions in the fields of orthopaedics, critical/intensive care, urology, the immune system, and the central nervous system. As of early 2022, Asahi Kasei employees over 40,000 people.

Asahi Kasei Corporation's Unique Selling Proposition or USP lies in it being the seventh-largest chemical company in the world. The mission statement of Asahi Kasei Corporation reads, "Asahi Kasei was founded to improve people's standard of living by supplying an abundance of the highest-quality daily necessities at the lowest prices."

**Revenue :**

¥ 2,151.6 billion – FY ended March 31, 2021

¥ 2,106.1 billion – FY ended March 31, 2020

## SWOT Analysis :

The SWOT Analysis for Asahi Kasei Corporation is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Providing nifty solutions to the society</li> <li>2. Acquired competitive products and businesses</li> <li>3. Sustainable growth through dynamic expansion into peripheral businesses</li> <li>4. Present in diverse business sectors</li> <li>5. Strong focus on product safety incidents</li> </ol>	<ol style="list-style-type: none"> <li>1. Weak profitability and elevated leverage</li> <li>2. Quality issues in the residential buildings constructed by the company's subsidiary</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Focus on value creation concept</li> <li>2. Meeting the housing business needs for seniors</li> <li>3. Expansion into the Indian markets</li> <li>4. Rapid acceleration in creation of new businesses due to COVID-19</li> </ol>	<ol style="list-style-type: none"> <li>1. High risk of occurrence of workplace injuries</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Asahi Kasei Corporation is given below:

Political	Economical
1.Impact of trade war on supply chain	1.Impact of fluctuations in exchange rates
Social	Technological
1.New focus for the society- Quality & Procurement 2.Ageing Japanese population to drive housing demand	1.Focus on R&D to drive new business growth 2.Strong growth expected in membrane separation technology market
Legal	Environmental
1.Protection of intellectual property rights is necessary	1.New target for GHG emissions reduction 2.Renovating hydroelectric power plants Contribution to sustainable development and mitigating climate change

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