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## NIPPON PAINT HOLDINGS CO. LTD. SWOT & PESTLE ANALYSIS

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**Company Name :** Nippon Paint Holdings Co. Ltd.

**Company Sector :** Paints and Chemicals

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

**About the Company :**

Nippon Paint Co. Ltd. is involved in the management and business strategies of the firms in its group that are engaged in the production and distribution of paints and fine chemicals. The company is based in Japan. Jujiro Moteki launched the company in March 1881. It provides a wide range of goods and services, including paints of excellent quality and high functionality, environmentally friendly varieties, as well as pre-treatment agents for painting, treatment agents that give thin film functionality, and system recommendations to increase the effectiveness of the painting process. The business sells its goods to the automotive, building, architectural, steel, metal, electrical appliance, machinery, road, ship, and household markets. Japan, Asia, the Americas, and Others are the regions through which it operates. Nippon Paint Holdings announced in July 2022 that it had been chosen as a constituent stock of the MSCI Japan ESG Select Leaders Index.

Nippon Paint Co.'s USP is that it is the premier paint manufacturer in Asia and is among the major paint manufacturers globally. Nippon Paint Co.'s mission statement reads, "We provide color, comfort, and peace of mind by enhancing the power of paint and coating technology".

**Revenue :**

Yen 998,276 million - FY ending 31st December 2021 (y-o-y growth 29.2%)

Yen 772,560 million - FY ending 31st December 2020

## SWOT Analysis :

The SWOT Analysis for Nippon Paint Holdings Co. Ltd. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.It has a global network with over 140 years of experience.</li> <li>2.Strong financial performance with consistent increase in revenue.</li> <li>3.Powerful partnerships supporting aggressive mergers &amp; acquisitions.</li> </ul>	<ul style="list-style-type: none"> <li>1.Heavily dependent on Chinese markets.</li> <li>2.Outsourcing of manufacturing and sales activities exposes the company to various performance and financial risks.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Paint and coatings market is certain to grow in line with the rapid population growth.</li> <li>2.The company can leverage its procurement capabilities by utilizing its global network.</li> <li>3.Expansion of market for eco-friendly and sustainable products.</li> <li>4.Growth of the DIY segment.</li> </ul>	<ul style="list-style-type: none"> <li>1.Demand of paints in Japan is declining since 1996.</li> <li>2.Fluctuations in crude oil and naphtha prices will impact the performance of the company.</li> <li>3.Extreme weather conditions influence the paint market.</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Nippon Paint Holdings Co. Ltd. is given below:

Political	Economical
1.The US-China trade war will have a negative impact on the paint and coatings industry. 2.The uncertainties regarding Brexit can significantly impact demand for the company.	1.Fluctuations in GDP cause fluctuations in the demand for the paint industry. 2.Fluctuations in the exchange rate might impact the financial position and performance of the company.
Social	Technological
1.Urbanisation in China and other Asian region will lead to increased sales of decorative paints. 2.Increase in the competition to recruit young people and people with specialised skills.	1.Use of electrodeposition coating technology for rust prevention. 2.Use of hybridisation technology of inorganic and organic components to increase durability.
Legal	Environmental
1.The worldwide operations of the company are subject to different laws and regulations in Japan and other countries.	1.Efforts taken towards promotion of a circular economy by reduction of greenhouse gas emissions. 2.Increased focus towards waste reduction and zero emissions.

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