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SHIMANO INC. SWOT & PESTLE ANALYSIS

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Company Name : Shimano Inc.

Company Sector : Cycling Components, Rowing equipment, Fishing equipment

Operating Geography : Japan, Asia, Global

About the Company :

Shimano Inc., formerly Shimano Iron Works and later Shimano Industries, is a Japanese multinational manufacturer of cycling components, fishing tackle, and rowing equipment. The corporation, headquartered in Sakai, Osaka Prefecture, is named after founder Shozaburo Shimano and includes 32 consolidated and 11 unconsolidated subsidiaries, with key manufacturing units in Kunshan, China, Malaysia, and Singapore. Shozaburo Shimano started Shimano Iron Works in Sakai City, near Osaka, in 1921. Shimano Iron Works Co., Ltd. was incorporated as a limited company in January 1940. It was renamed Shimano Industrial Co., Ltd. in 1951. The company also provides lifestyle gear, such as shoes, clothes, bags, functional athletics, and other accessories. Its components and products cater to racers, mountain bikers, and casual consumers. It promotes health and happiness through the enjoyment of nature and the world, and the Shimano Group sought to entice customers with many enticing products designed to enhance the experience of cyclists and anglers all over the world, while also paying attention to the current emphasis on well-being and environmental concerns. Shimano's ultra-reliable cup-and-cone ball bearing hubs, the GRX carbon gravel wheels, were released in May 2022. The GRX carbon gravel wheels will give quick engagement and a dynamic feel on all riding surfaces.

Shimano Inc's USP is that it is a prominent manufacturer of bicycle parts and fishing gear. With a 70% market share, it is the world's largest maker of bicycle components like gear wheels, derailleurs, and brakes. The mission statement of the company reads, "To promote health and happiness through the enjoyment of nature and the world around us".

Revenue :

Yen 148,287 million - FY ending 31st December 2021 (y-o-y growth 79.3%)

Yen 82,701 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Shimano Inc. is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.The company's financial ratios indicate the company's solid financial position. 2.Strong presence across most continents like Asia, Europe, North America, Australia, etc. 3.Holds the highest market share for bicycle components. 4.Leading innovator using technology and holds many product patents for innovation. 5. A wide range of product offerings includes bike components, fishing equipment, sports gear, rowing equipment, water sports gear, etc. 	<ol style="list-style-type: none"> 1.The primary business of bicycle component manufacturing depends on the demand for bicycles. 2.High inventory management cost during periods of low demand.
Opportunities	Threats
<ol style="list-style-type: none"> 1.To capture the growing e-bikes market by coming up with new products. 2.It is sustaining innovation by securing patents for technological innovations. 3.Water sports activities are increasing, and the company has a huge opportunity to expand its product offering in these areas. 4.Allow licensing of more products to increase brand visibility and revenue. 	<ol style="list-style-type: none"> 1.Selling counterfeit products under the company's brand name will affect business. 2.Global semiconductor shortage can affect manufacturing. 3.A rise in covid-19 cases worldwide due to new variants can lead to lockdown and affect the business. 4.Supply chain constraints can affect the import and export of components. 5.Due to labor shortages, production may be affected.

PESTLE Analysis :

The PESTLE Analysis for Shimano Inc. is given below:

<p style="text-align: center;">Political</p> <p>1.Global businesses are halting their operations in Russia due to the Ukraine invasion.</p>	<p style="text-align: center;">Economical</p> <p>1.Rising fuel and gas prices are becoming a global concern.</p> <p>2.The value of the Japanese currency Yen has fallen to an all-time low, and there may be an economic downturn in Japan.</p> <p>3.The global supply chain crisis has raised shipping and raw material costs.</p> <p>4.A slowdown in the world's major economies like China and the US.</p>
<p style="text-align: center;">Social</p> <p>1.Bicycle tourism is becoming a social trend in many countries.</p> <p>2.More and more people are adopting cycling to stay healthy.</p> <p>3.Biking sports are gaining popularity around the world.</p>	<p style="text-align: center;">Technological</p> <p>1.Bike companies are introducing technological innovations like predictive analysis, product design, wireless connectivity, digital urban planning tools, etc.</p> <p>2.Technologies like lithium-ion batteries, battery swap policies, AI, and fast charging are making e-bikes popular.</p>
<p style="text-align: center;">Legal</p> <p>1.Governments of major countries are introducing several schemes to promote e-bikes.</p> <p>2.Protection of intellectual property rights is a major concern for auto components manufacturers.</p>	<p style="text-align: center;">Environmental</p> <p>1.More and More cities are adopting cycling and e-bikes to reach the UN's Net Zero emission targets.</p> <p>2.Bike companies are making moves to reduce plastic waste and have introduced eco-friendly packaging.</p>

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