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## OKUMA CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** Okuma Corporation

**Company Sector :** Manufacturing

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

**About the Company :**

Okuma Corporation, a maker of machine tools, is headquartered in the Guchi Prefecture of Aichi, Japan. Initially, the Okuma Noodle Machine Co. was founded in 1898 to create and sell equipment for making noodles. Later, Okuma started making equipment. Eiichi established Okuma Machinery Works Ltd. in 1918 and started selling the OS lathe. The business is divided into segments in Japan, America, Europe, and Asia-Pacific. The business manufactures, sells, and offers after-sales services for machine tools and maintenance components. The firm is a manufacturer of machine tools with more than a century of experience. In the company's early years, lathes were the principal product category. Numerical control (NC) lathes, machining centers, multi-tasking devices, NC grinders and other NC machine tools, NC equipment, factory automation (FA) goods, servo motors, and other general machines are among the primary items produced. Okuma America Corporation was named a 2022 Top Workplace in North Carolina's Charlotte metro region. The company has over 3,800 employees globally as of early 2023.

Okuma's USP comes from its position as the oldest and most prestigious Japanese manufacturer of machine tools, which includes an exceptional lineup of sturdy and accurate CNC lathes. The mission statement of Okuma Corporation reads, "We passionately pursue a customer for life".

**Revenue :**

Yen 172,810 million - FY ending 31st March 2022 (y-o-y growth 40%)

Yen 123,395 million - FY ending 31st March 2021

## SWOT Analysis :

The SWOT Analysis for Okuma Corporation is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Wide sales and services network in both Japan and overseas.</li> <li>2.Strong product portfolio with around 156 total current models.</li> <li>3.Original technology development capabilities through integration of various techniques.</li> <li>4.Mass customization production through automation and smart factories.</li> <li>5.Strong cash flow gives the company an advantage.</li> </ol>	<ol style="list-style-type: none"> <li>1.Lower growth rate in markets such as Asia pacific and Europe.</li> <li>2.Various lawsuits in the past due to failure of the products of the company can affect reputation.</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Cater to the growing demand for smart factory and automation solutions.</li> <li>2.Develop smart machines to cater to the growing EV and renewable energy market.</li> <li>3.Achieve growth in the international markets.</li> </ol>	<ol style="list-style-type: none"> <li>1.Supply chain disruptions can impact the productions.</li> <li>2.Labor shortages can affect the workforce availability of the company.</li> <li>3.Restrictions due to rise in covid-19 cases can affect demand for the products of the company.</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Okuma Corporation is given below:

Political	Economical
1.Trade war between US and China has affected global businesses. 2.Ukraine- Russia war is building up pressure on global supply chains.	1.High inflation rate is affecting the production costs of companies. 2.Major economies are facing a slowdown in their growth.
Social	Technological
1.Workforce of Japan is on a decline 2.EV adoption in Japan is being anticipated to reach 100% by 2035.	1.Manufacturing companies are making their operations automated to improve efficiency and tackle labour shortage issues. 2.The concept of industry 4.0 is making the manufacturing industry more 'connected' technologically. 3.Smart factories are being set up to improve efficiency.
Legal	Environmental
1.EU has published a proposal to regulate and update EU machinery legislation framework	1.Low heat generating machineries can help in achieving the goal of a decarbonized society.

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