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HOSIDEN SWOT & PESTLE ANALYSIS

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Company Name : Hosiden

Company Sector : Manufacturing, Electronic Components, Telecommunication Equipment

Operating Geography : Japan, Asia, Global

About the Company :

Hosiden is a Japanese electronics company headquartered in Yao, Osaka. It is forefront in telecommunication and automotive industries and manufactures electronic components and devices. Hosiden has manufacturing and sales operations in Europe, North America and Asia along with products which include memory card connectors, LCDs (square and rounded), connectors and micro switches. Established in 1950, the company has four major segments: The Mechanical Component Segment provides jacks and switches along with connectors. The Acoustic Segment offers headsets, microphones, headphones, speakers and receivers. The Liquid Crystal Display Device segment provides passive liquid crystal display devices. The Composite part and other segments offer remote controllers and solenoids. The number of employees as of early 2023 are 8808 people. The awards and accolades received by Hosiden Company is as follows: “Excellence in Quality Award”, “Superior Excellence in Partnership”, “Innovative Product Award” and “Supplier Quality Excellence Award”.

Hosiden’s mission statement is as follows- “We will focus on research and development, focusing on a new stage that integrates categories such as information, communications, AV, home electronics and car electronics.” The Unique Selling proposition or USP of Hosiden lies in its Unique Technology which meets the need of the customers and promotes it as a proposal- based company. The company has 19 factories which manufactures and produces electronics according to the demand of the customers throughout Europe, North America and Asia.

Revenue :

207,608 million Yen - FY ending 31st March 2022 (y-o-y decline 11.3%)

233,934 million Yen - FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Hosiden is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Highly diversified product portfolio 2.Competitive advantage of being a Tier 1 component manufacturer 3.Strong focus towards decarbonization efforts 	<ol style="list-style-type: none"> 1.Decline in net sales. 2.Decline in cash flow from operations. 3.Procurement of minerals from conflict areas.
Opportunities	Threats
<ol style="list-style-type: none"> 1.Advancement of 5G in telecommunication. 2.Massive growth opportunity in electronic components market. 3.Huge growth forecast in microphone market. 4.Strong growth forecast of TV market. 	<ol style="list-style-type: none"> 1.Foreign exchange rate fluctuations. 2.Fears of political instability in Japan. 3.Semiconductor shortages will impact electric component industry

PESTLE Analysis :

The PESTLE Analysis for Hosiden is given below:

<p style="text-align: center;">Political</p> <p>1. Decline in demand due to Ukraine conflict.</p>	<p style="text-align: center;">Economical</p> <p>1. Very slow economic growth in Japan. 2. Increasing inflation in Japan.</p>
<p style="text-align: center;">Social</p> <p>1. Ageing population of Japan. 2. Seventh COVID wave in Japan.</p>	<p style="text-align: center;">Technological</p> <p>1. Ongoing global semiconductor shortage. 2. More sophistication and diversification in electronics market. 3. Rapid digitalization and technological innovation.</p>
<p style="text-align: center;">Legal</p> <p>1. Japan's high vulnerability to natural calamities. 2. Continued action by the group towards sustainability. "]]</p>	<p style="text-align: center;">Environmental</p> <p>1.</p>

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