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NIPPON PAPER INDUSTRIES CO. LTD. SWOT & PESTLE ANALYSIS

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Company Name : Nippon Paper Industries Co. Ltd.

Company Sector : Paper Manufacturing

Operating Geography : Japan, Asia, Global

About the Company :

Nippon Paper Industries is a paper manufacturing firm headquartered in Tokyo, Japan. Jujo Paper Co., Ltd. was created in 1949, and the firm was renamed Nippon Paper Industries in 1993 by the merging of Jujo Paper Co., Ltd. and Sanyo-Kokusaku Pulp Co., Ltd. It is a company that produces and sells paper and pulp goods. In addition, the company runs a wood building materials business, as well as logistics and recreational services. There are four business segments that make up the company. Western paper, paperboard, thermal paper, pulp, and papermaking raw materials are all manufactured and sold within the Paper and Paperboard business. Household paper, container base paper, processed paper products, cardboard, and chemical products are all manufactured and sold under the Lifestyle Related division. The Energy section is responsible for the operation of power plants as well as the distribution and sale of electricity. The Lumber, Construction Materials, and Civil Engineering Related section is in the business of buying and selling lumber, manufacturing, buying and selling construction materials, and doing civil engineering work. As of early 2023, Nippon Paper employed over 5200 people.

Nippon Paper Industries Co Ltd.'s Unique Selling Point or USP lies in it being listed as one of the world's top 10 pulp and paper industry companies. The mission statement of the company reads, "The Nippon Paper Group aims to contribute to better living and cultural progress everywhere it does business".

Revenue :

Japanese ¥1,045,086 thousand - FY ending 31st March 2022

Japanese ¥1,007,339 thousand - FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Nippon Paper Industries Co. Ltd. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.160+ subsidiaries and affiliates in 4 major industry sectors 2.Waste paper recycled as major raw materials for paper business 3.83,000 hectares of maintained afforested area globally 4.Business processes upholds environmental sustainability and betterment 5.R&D results justify high investments 	<ul style="list-style-type: none"> 1.Sales revenues declining since 2018 2.Accused of intensifying Australian bushfire disaster
Opportunities	Threats
<ul style="list-style-type: none"> 1.Purchase of Australia based Oraro Ltd.'s paper and fiber business can reduce expenses 2.Growth in e-commerce and home delivery trends can boost packaging business 	<ul style="list-style-type: none"> 1.Labour dependent business process would get disrupted in case of HR problems 2.Paper business projected to further decline in coming years 3.Pandemic induced shift in electronic media, can adversely impact printed paper sales

PESTLE Analysis :

The PESTLE Analysis for Nippon Paper Industries Co. Ltd. is given below:

Political	Economical
1.China's demand for recycled paper turns competition high	1.Forecasted surge in global paper industry market implies business expansion potential 2.Market for chemicals required in paper industry expected to grow
Social	Technological
1.Japanese culture of immense paper usage expected to change	1.Largest drum pulper have capacity of 3000MT/day 2.Lignin bio-oil can be a reliable source of fuel 3.CNF found to improve silk quality
Legal	Environmental
1.Environmental regulations shaped the future of global paper and pulp industry	1.Toilet papers becoming unfit for environment, a major reason of worry 2.Biomass fuel a major environmental hazard

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