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TAIYO YUDEN SWOT & PESTLE ANALYSIS

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Company Name : Taiyo Yuden

Company Sector : Electronic Components

Operating Geography : Japan, Asia, Global

About the Company :

Taiyo Yuden is a Japanese electronic components manufacturer that produces a wide range of products such as capacitors, inductors, resistors, filters, and recording media. The company was founded in 1950 and is headquartered in Tokyo, Japan. The company is known for its high-quality products and advanced technology, particularly in the areas of ceramic capacitors, inductors, and noise suppression components. Taiyo Yuden's products are used in various industries, including telecommunications, consumer electronics, automotive, and medical equipment. In addition to electronic components, Taiyo Yuden also produces recording media, such as CDs, DVDs, and Blu-ray Discs. The company's media products are used in a variety of applications, including professional recording studios, consumer electronics, and data storage. Taiyo Yuden has a global presence, with operations in Asia, Europe, and the Americas. The company employs approximately 17,000 people worldwide as of early 2023.

The mission of Taiyo Yuden is to better society by leveraging the “wonders of science” and supporting an evolution in electronics technology that will enable safe, secure, comfortable, and convenient lifestyles for everyone throughout the world.

Revenue :

JPY 349,636 million - FY ending 31st March 2022 (y-o-y growth 16.18%)

JPY 300,920 million - FY ending 31st March 2021

SWOT Analysis :

The SWOT Analysis for Taiyo Yuden is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong growth in revenue and profit margins. 2.Launch of Automotive Metal Power Inductor MCOIL LCEN Series to give the group an edge over competitors. 3.Broad portfolio of products 4.Strong focus on the Research & Development 	<ul style="list-style-type: none"> 1.Dependence on specific suppliers for some raw materials.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Commencement of 5G services worldwide. 2.Increasing needs for electronic components. 3.Significant investments to strengthen capabilities 	<ul style="list-style-type: none"> 1.Decline in electronic component prices. 2.Risks associated with overseas business. 3.Threat associated with credibility of customers. 4.Exposition to exchange rate risk due to overseas operation. 5.Highly competitive nature of the electronic device market. 6.Increases tax related risks due to higher cross-border transactions.

PESTLE Analysis :

The PESTLE Analysis for Taiyo Yuden is given below:

Political	Economical
1.Ongoing conflict between Russia and Ukraine. 2.Fears of political instability in Japan. 3.Rising tensions between China and Japan.	1.The collapse of the Japanese Yen. 2.An impending global recession. 3.Rising inflation in Japan.
Social	Technological
1.Surge in Covid cases In Japan. 2.Japan's ageing working population.	1. Taiyo Yuden group is at very favourable position of benefitting from the 5G revolution.
Legal	Environmental
1.Involvement in lawsuit to impact reputation	1.Increasing environmental regulations globally to impact operations 2.Targets to reduce GHG emissions

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