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CANON SWOT & PESTLE ANALYSIS

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Company Name : Canon

Company Sector : Consumer Electronics

Operating Geography : Japan, Europe, Global

About the Company :

Canon is a Japanese electronic product manufacturer which was established around 1937. It one of the largest manufacturers of plain paper copying machines, aging and optical products, including cameras, camcorders, photocopiers, steppers, computer printers - laser/inkjet printers, office multi-function devices and medical equipment. Headquartered in ?ta, Tokyo, Japan, Canon Inc. is listed at the Tokyo Stock Exchange and is constituent of TOPIX index. It has a strong workforce of approximately 181,897 employees spread worldwide, as of early 2022. In 2021, Canon ranked third for the number of U.S. patents awarded and is the only company in the world to secure a position in the top five for 36 years. Moreover, it ranked 1st among the Japanese companies. In 2022, the Fortune Magazine recognized Canon as one of the “World’s Most Admired Companies”.

Canon Inc.’s USP lies in it being a leading electronics company which delights the customers with its innovative offerings. Canon’s Vision is Kyosei. Kyosei, a Japanese idea, means conveying “dedication to seeing all people, regardless of culture, customs, language or race, harmoniously living and working together in happiness into the future.” Canon acknowledges that economic factors can prevent the realization of kyosei.

Revenue :

¥3.51 billion – FY ending 31st Dec 2021

¥3.16 billion – FY ending 31st Dec 2020

SWOT Analysis :

The SWOT Analysis for Canon is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong and trusted Brand with a long history 2.Strong Peripheral support with a strong experience 3.Leverages cutting-edge technology to produce world-class products 4.Highly diversified business segment 	<ul style="list-style-type: none"> 1.Limited range of consumer products 2.Late entrant to compact-system cameras 3.Weak corporate structure in its three headquarters
Opportunities	Threats
<ul style="list-style-type: none"> 1.M&A to accelerate the expansion 2.R&D through open innovation 3.Efficiency through robotics and automation 4.Capturing market share in mirrorless camera 5.Digital commercial printing to experience boom 6.Growing demand for ICs and semiconductors owing to 5G and cloud computing 	<ul style="list-style-type: none"> 1.Currency depreciation in Asian countries 2.Counterfeit products and accessories can act as a threat for the company 3.Competition from South Korean rivals 4.Factors such as inflation, chip shortage, etc. resulting in price hike

PESTLE Analysis :

The PESTLE Analysis for Canon is given below:

Political	Economical
<ul style="list-style-type: none"> 1.Changes in Tariffs affect raw material costs 2.Changing Trade regulations impacting business environment 3.Russia's invasion in Ukraine impacting business operations 	<ul style="list-style-type: none"> 1.Fluctuating exchange rates owing to international operation 2.Economic trends may affect the business 3.Cyclic nature of products can lead to difficulties
Social	Technological
<ul style="list-style-type: none"> 1.Changing demographics may affect medical devices industry 2.Promoting Diversity in-house. 	<ul style="list-style-type: none"> 1.Achieving high-quality images in digital printing 2.Risks from electronic data 3.Focus on developing new technologies in the business environment 4.Advanced medical capabilities to boost demand 5.Specialist cameras used to inspect concrete structures
Legal	Environmental
<ul style="list-style-type: none"> 1.Risk of loss of intellectual properties 2.Involvement in lawsuits and legal proceedings 	<ul style="list-style-type: none"> 1.Environment Laws and Regulations 2.Strong focus on Environment issues

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