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HITACHI SWOT & PESTLE ANALYSIS

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Company Name : Hitachi

Company Sector : Consumer Electronics

Operating Geography : Asia, Japan, Global

About the Company : Hitachi is a multinational Japanese conglomerate based in Tokyo, Japan. Founded 107 years ago in 1910 by Namihei Odaira it became domestic leader in electric power industry infrastructure and electric motors in its initial years. It has come a long way from there to have worldwide presence in both services and products. It makes products like automotive systems, components and devices, construction machinery, defence systems, electronics and industrial machinery, telecommunications equipment, power plants and information systems. It provides consulting services in financials and leasing services too.

Revenue :

9050.0 billions of Yen - FY ending March 31, 2017

9162.2 billions of Yen - FY ending March 31, 2016

SWOT Analysis :

The SWOT Analysis for Hitachi is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong presence in global market in diversified products and balanced revenue streams 2.Dedication to the spirit of craftsmanship and training staff with solid technical skills 3.Strong R&D focus esp. on AI technology and also in IPR 4.Initiatives in Social Innovation Business on a global scale 5.Free and open communications 	<ul style="list-style-type: none"> 1.Relative weaker sales and marketing initiatives compared to competitors 2.Need for more commercialization of R&D results 3.Lesser globalisation of management 4.Need to reduce costs through further diversification
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growing demand for high speed railway and cleaner power including nuclear energy 2.Next technological revolution happening in the field of AI 3.Acquisition of smaller brands and tie-ups with regional competitors 4.Increased demand for industrial equipment in emerging markets 	<ul style="list-style-type: none"> 1.Rapid advancements in technology and industry standards getting sophisticated 2.Negative impact of fluctuations in product demand, exchange rates and price of raw materials or shortages of parts and components 3.Changing macro-economic environment in most countries towards T-o-T and indigenous production

PESTLE Analysis :

The PESTLE Analysis for Hitachi is given below:

<p>Political</p> <ol style="list-style-type: none"> 1.Adverse political developments leading to business uncertainty 2.Hitachi is based out of Japan, which has cordial relations with most of the countries 	<p>Economical</p> <ol style="list-style-type: none"> 1.Growth in emerging markets to drive ICT and smart technology spending 2.Asia to be key market for Hitachi with India growing fast and opportunities in Iran after ease of sanctions
<p>Social</p> <ol style="list-style-type: none"> 1.Consumer acceptance and adoption of automation and digital technologies 	<p>Technological</p> <ol style="list-style-type: none"> 1.Promotion of open innovation through collaboration
<p>Legal</p> <ol style="list-style-type: none"> 1.Strong compliance standards for suppliers 2.Regulatory approvals delaying business decisions and projects 	<p>Environmental</p> <ol style="list-style-type: none"> 1.Linking sustainability with strategy 2.Focusing on Social Innovation Business by providing optimum technology solutions

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