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## NIPPON SHEET GLASS SWOT & PESTLE ANALYSIS

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**Company Name :** Nippon Sheet Glass

**Company Sector :** Glass Manufacturing

**Operating Geography :** Japan, Asia, Global

**About the Company :**

Nippon Sheet Glass Co., Ltd. (Nihon Ita-Garasu Kabushiki-gaisha) is a Japanese glass manufacturing firm headquartered in Tokyo. It bought Pilkington of the United Kingdom in 2006. This places NSG/Pilkington among the world's four largest glass firms, alongside Asahi Glass, Saint-Gobain, and Guardian Industries. They have three global business lines: architectural, which supplies glass for buildings and solar energy applications, automotive, which manufactures glass and glazing systems for automobiles globally, and technical glass, which operates in the display, office equipment, and glass fibre sectors. The company was founded in November 1918 as America Japan Sheet Glass Co., Ltd., with its headquarters in Osaka, after acquiring technology from the United States' Libbey Owens Ford Glass Co. to create flat glass using the Colburn process. In January 1931, the company changed its name to Nippon Sheet Glass Co., Ltd. Following WWII, it extended its activities throughout Japan, and in October 1970, it bought Nippon Safety Glass Co., Ltd. The company amalgamated with Nippon Glass Fibre Co., Ltd. and Micro Optics Co., Ltd. in April 1999. In April 2001, the firm bought Nippon Muki Co., Ltd., and in July 2004, the registered head office was relocated from Osaka to Tokyo's Minato Ward. As of March 31, 2023, there are 25,232 employees.

Nippon Sheet Glass's unique selling point is that it is the world's fourth-largest glass business. Its objective is to provide global sustainability by replacing various items with glass. Its mission statement reads, "Our environment is the basis of all our business and we will protect nature, communities, and people."

**Revenue :**

JPY 763.5 billion- FY ending 31st March 2023 (y-o-y growth +27.1%)

JPY 600.6 billion - FY ending 31st March 2022

## SWOT Analysis :

The SWOT Analysis for Nippon Sheet Glass is given below:

Strengths	Weaknesses
<p>1.Widespread global presence, with operations and distribution networks spanning across 100+ countries.</p> <p>2.Boasts a diverse product portfolio catering to automotive, architecture, and creative technology industries</p> <p>3.Strong research and development capabilities, leveraging advanced technological expertise in glass manufacturing.</p> <p>4.Holds a strong market leadership position, enabling rapid expansion of successful products.</p>	<p>1.Nippon Sheet Glass faces the need to enhance both gross margins and operating margins</p> <p>2. NSG faces an increase in revenue but a decline in operating profit</p> <p>3.Vulnerable to fluctuation in raw material prices.</p>
Opportunities	Threats
<p>1.Growing adoption of glass in the automotive industry for advanced technologies and safety enhancements.</p> <p>2.Increasing market demand for environmentally friendly and energy-efficient construction materials.</p> <p>3.Potential expansion into emerging markets with growing construction and automotive sectors.</p>	<p>1.This competitive landscape puts pressure on NSG to maintain its market share in the face of aggressive rivals.</p> <p>2.Inflation and interest rate fluctuations have a negative impact on company and client trust.</p>

## PESTLE Analysis :

The PESTLE Analysis for Nippon Sheet Glass is given below:

Political	Economical
<p>1. Political stability in Japan can incentivize NSG to make long-term investments, expand operations, and innovate</p>	<p>1. Fluctuations in the Japanese yen affects NSG's financial performance and competitiveness.</p> <p>2. Currency fluctuations have a significant impact on NSG's export revenues</p>
Social	Technological
<p>1. Changing demographics affects NSG profitability in the long term.</p> <p>2. NSG can capitalize on the higher educational attainment levels among the younger demographic.</p>	<p>1. NSG's increasing collaborations with external partners in emerging technologies drive innovation and enhance their competitive edge.</p> <p>2. Rapidly rising global advanced glass market creates potential growth opportunities for NSG</p>
Legal	Environmental

<p>1.NSG prioritizes safety programs ensuring their safety aligns with ethical business philosophy and legal obligations.</p> <p>2.NSG's Equal Opportunities and Diversity policy prohibits discrimination based on various protected characteristics such as cast, color, sex that aligns with the Human Rights and Employment Law.</p>	<p>1.With growing concern over increasing carbon emissions, NSG launches Project Carbon 2050, to reduce carbon emissions in float manufacturing.</p> <p>2. Nippon Sheet Glass (NSG) takes advantage of opportunities in the renewable technology sector by capitalizing on the prevailing trends in this industry.</p> <p>3.NSG Group is strongly dedicated to mitigating its negative environmental impact through resource reuse.</p> <p>4.With increasing Global Warming, NSG uses recycled glass to improve efficiency and reduce emissions.</p>
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