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KOMATSU SWOT & PESTLE ANALYSIS

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Company Name : Komatsu

Company Sector : Equipment manufacturing

Operating Geography : Asia, Japan, Global

About the Company : Komatsu Ltd. founded on May13,1921, is a Japanese multinational company, operating in sale and manufacture of machines required for construction and mining, utilities, forest equipment as well as for industrial machinery. Komatsu was first started in what is known today as Komatsu City in the Ishikawa Prefecture in 1921. From that day it has now grown to become a Japan-based global company that takes pride in adhering to Quality and Reliability. The company is headquartered in Tokyo, Japan and is a part of the Komatsu Group which has 266 other companies under its umbrella. The company employs around 59632 employees across the world including all the 227 consolidated subsidiaries of the Komatsu Group as of early 2019.

Komatsu's USP or unique selling proposition lies in being the world's second-biggest earth-moving equipment maker by revenue, which has made significant progress in deploying robotics and other technology in construction. Komatsu's mission statement reads "To partner directly with customers to enable them to achieve zero harm, the highest production, and the lowest lifecycle cost for their mining operations, while making every customer a reference. Komatsu's vision statement reads "To be a world-class service company delivering the most reliable and productive products, systems, and solutions that solve mining's toughest challenges."

Revenue :JPY 2,501.1 billion – FY ended March 31st 2018 (Y-o-Y growth 38.7%)

SWOT Analysis :

The SWOT Analysis for Komatsu is given below:

Strengths	Weaknesses
1.Healthy product portfolio across construction, mining, utility and industrial machinery 2.Globalized sales and operations functions 3.Komatsu's connected GEMBA through IOT	1.Weak business results \u2013 declining sales and profits
Opportunities	Threats
1.Construction sector to see huge upsurge of growth 2.Growth in mining sector	1.Social problems \u2013 labor shortage 2.Environmental concerns

PESTLE Analysis :

The PESTLE Analysis for Komatsu is given below:

Political	Economical
1.Impact of trade war and US-China spat 2.Continued uncertainty over Brexit	1.Foreign currency exchange rate fluctuations
Social	Technological
1.Increase in global population and the urbanization rate	1.Creating customer value by leveraging technology
Legal	Environmental
1.Increasingly stringent environmental laws and regulations	1.Focusing on production of environmental friendly machines 2.Shift to renewable energy

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