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NOMURA HOLDINGS INC. SWOT & PESTLE ANALYSIS

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Company Name : Nomura Holdings Inc.

Company Sector : Banking and Financial Services.

Operating Geography : Asia, Japan.

About the Company : Nomura holdings Inc. is a global investment bank headquartered in Japan, Asia, provides financial and banking related services to customers of an integrated network of more than 30 countries. Their three basic business divisions of retail sector, asset management and wholesale division comprising Investment banking and Global markets serve the needs of individuals, corporate and government institutions. It has over 28,000 employees of diverse nationality of 70 countries, working in more than 30 countries and is serving its clientele for more than past 90 years. With more than 158 branches it has the largest retail network of Japan. It trades on NYSE as NMR.

Revenue :¥4.8 trillion – FY ending 2016.

SWOT Analysis :

The SWOT Analysis for Nomura Holdings Inc. is given below:

Strengths	Weaknesses
1.Continuous accumulation of experience and knowledge 2.Robust financial position 3.Two-pronged business model	1.Operational risk 2.Affiliate and investee impacts
Opportunities	Threats
1.Expansion in Asian markets 2.Aging Japanese population 3.Technology driven opportunities through blockchain and RPA	1.Increased vulnerability due to fluctuations in Japanese and global markets 2.Intense competition in financial services industry 3.Legal and regulatory impacts

PESTLE Analysis :

The PESTLE Analysis for Nomura Holdings Inc. is given below:

Political	Economical
1.Political instability. 2.Post U.S presidential election effects.	1.Monetary policy 2.Market downturn
Social	Technological
1.Population demography. 2.Fiduciary duty.	1.Electronic trading. 2.Technology driven services. 3.Fraudulent activities and scam.
Legal	Environmental
1.Increasing financial regulatory based laws.	1.Adverse environment.

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We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

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