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## RICOH SWOT & PESTLE ANALYSIS

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**Company Name :** Ricoh

**Company Sector :** Electronics, Imaging Consumables and Printer Supplies

**Operating Geography :** Japan. Global

**About the Company :** Ricoh is a Japanese multinational Electronics giant, founded in 1936 with its headquarters in Tokyo, Japan. It primarily produces cameras and office equipment such as printers, photocopiers, projectors and fax machines etc. Apart from this, the company has forayed into Document Management Solutions and Software as a Service (SaaS) and medical devices industry. The company has over 109,000 employees with a presence in over 200 countries as of March 2017.

**Revenue :**JPY 2,028.8 billion (FY ending 31st March, 2017)

## SWOT Analysis :

The SWOT Analysis for Ricoh is given below:

Strengths	Weaknesses
1.Global market leader with strong brand 2.Anticipating future market needs with foray in new segments	1.Below par Market Share in B&W Laser Printers 2.Dependence on Printers for Profit 3.Pentax fiasco
Opportunities	Threats
1.Immense potential in emerging markets 2.Untapped 3D printing technology	1.Corporation focus on cutting costs and buy less office equipment 2.Employee Layoffs 3.Emergence of strong a Smart Phone Market

## PESTLE Analysis :

The PESTLE Analysis for Ricoh is given below:

Political	Economical
1.Influence of politics in different countries	1.Fluctuating currency rates can cause losses 2.Purchasing power parity in various countries
Social	Technological
1.Declining demands for 2D printing in global markets 2.Dynamic Consumer trends in various Markets	1.Leveraging technology to drive innovation and bring cost effective products 2.A demand of a new technology, 3D printing
Legal	Environmental
1.Sued for illegal dismissal of designated workers	1.Initiatives for sustainability and addressing climate change within the value chain

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