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RAKUTEN INC. SWOT & PESTLE ANALYSIS

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Company Name : Rakuten Inc.

Company Sector : Retail, Information Technology, Online Shopping, E-Commerce

Operating Geography : Asia, Global, Japan

About the Company :

World leader in online services, Rakuten (JPX: RAK) launched the first professional and individual marketplace in Japan in 1997. Rakuten provides an ecosystem of 70 digital services in industries like e-commerce, telecoms, Fintech, and AI. Rakuten France, a major force in French online retail and a leader in the circular economy, is a specialised platform that offers new, used, and refurbished products offered by businesses and people. Rakuten increases the spending power of more than 12 million members thanks to a distinctive cash-back model for online purchases. It is driven by an upbeat vision of retail and offers the most lucrative loyalty programme in French e-commerce, Club R. Rakuten France assists more than 10,000 professional sellers and partners in going digital through its extensive array of online services. One of these services is the Rakuten Fulfillment Network, which was introduced in 2022 and allows partners access to a global network of professionals who can respond to their logistical needs in the easiest, most effective, and cost-effective manner possible. As of early 2023, Rakuten employed more than 28,000 people.

Rakuten's mission statement reads, "Empowering people to realize their hopes and dreams, embracing new thinking, Rakuten changes the world through innovation."

Revenue :

\$14.36 Billion – as of 31st December, 2021

\$13.682Billion - as of 31st December, 2020

SWOT Analysis :

The SWOT Analysis for Rakuten Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Use of big data and artificial intelligence 2.Strong global outlook and culture 3.Certified as the best firm for data scientists 4.Well known for experimenting and building on blockchain technology 	<ul style="list-style-type: none"> 1.Volatility in products and services 2.Massive network disruption that occurred in September, 2022 3.Downgrade in ratings due to negative financial aspects
Opportunities	Threats
<ul style="list-style-type: none"> 1.Highly innovative industry 2.Opportunities to invest in thriving start-ups 3.Launches New Integrated Payment and Cashback Solution 4.Rakuten will double e-commerce turnover by 2030: CEO Mikitani 5.Expansion in Indian with private 5G space 	<ul style="list-style-type: none"> 1.Non-diversification in the industry 2.Low Expectations of a Turnaround 3.Bills are piling up for Rakuten's mobile misadventure

PESTLE Analysis :

The PESTLE Analysis for Rakuten Inc. is given below:

Political	Economical
1.Effect of Japan's Industrial policy 2.Impact of Russia-Ukraine war	1.Economy's impact on FinTech business
Social	Technological
1.English as the company language 2.Purchasing power remains one of the main concerns for French citizens 3.Inflation will impact, but not reduce, Canadians' holiday spending	1.Changes in the E-commerce business 2.Launches its own NFT marketplace in Japan 3.Strategic agreement to accelerate open RAN and telco cloud market
Legal	Environmental
1.Different bureaucracies of countries 2.IBM's Patent Row with Rakuten	1.Sale of Non-environment friendly products 2.To supply Rakuten Mobile's base stations with electricity from renewable sources

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The complete report for **Rakuten Inc.** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



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