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PANASONIC SWOT & PESTLE ANALYSIS

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Company Name : Panasonic

Company Sector : Consumer Electronics, Housing Equipments, Automotive Systems, B2B solutions.

Operating Geography : Asia, Japan, Global

About the Company : Panasonic is a Japanese multinational company founded in 1918 by Konosuke Matsushita and was originally known as Matsushita Electric Industrial Co which was later changed to Panasonic in 2008. Panasonic has its headquarters in Osaka, Japan. The company started with producing electric lamps from there they later expanded in to producing consumer electronics. By 1961 they expanded their operations to America by producing television sets and by the 1970's they ventured in the European market. Sanyo initially a competitor to Panasonic was acquired by the latter in 2009. Panasonic employs around 250,000 people in more than 75 countries covering the seven continents as of 2018.

Its mission statement states 'A business won't survive without profits. Still, profit is not the sole purpose of business. Improving people's lives through creating goods needed for society or through providing wholehearted services are vitally important. After all, business is ultimately for the betterment of our society. That is where the mission and value of every business exist. If business underscored by that mission is conducted forcefully, it will generate appropriate profits as a natural result of being supported by society.'

Revenue :

JPY 8002.73 Billion - FY ending March 2019 (y-o-y growth 0.25%)

JPY 7982.16 Billion - FY ending March 2018

JPY 7343.70 Billion - FY ending March 2017

SWOT Analysis :

The SWOT Analysis for Panasonic is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong auto business and joint venture with Toyota and Tesla Motors. 2.Diversified Business portfolio 3.Strong global presence and highly reputed brand image. 	<ul style="list-style-type: none"> 1.Decreasing R&D expenditure compared to industry rivals 2.Retracting products from key markets. 3.Low Spending on Marketing
Opportunities	Threats
<ul style="list-style-type: none"> 1.Shifting their focus on providing B2B solutions. 2.Creating new business opportunity through Blue Ocean Strategy. 	<ul style="list-style-type: none"> 1.Low cost Chinese entrants 2.Hostile takeover and acquisition by other competitors

PESTLE Analysis :

The PESTLE Analysis for Panasonic is given below:

Political	Economical
<ol style="list-style-type: none"> 1. Conflict between China and Japan over East China Sea affects the business environment. 2. Damage to business because of looming US-China trade war. 	<ol style="list-style-type: none"> 1. Favourable operations and demand for tech products in emerging markets. 2. High demand for goods and government willing to increase the ease of doing business.
Social	Technological
<ol style="list-style-type: none"> 1. Decline in population of Japan 2. High average age of Japanese population and labour cost. 	<ol style="list-style-type: none"> 1. High technical expertise and presence across several locations. 2. Skill development and innovation of new technologies.
Legal	Environmental
<ol style="list-style-type: none"> 1. Stringent laws implemented by many countries to curb pollution levels. 2. Human rights regulations across the supply chain 	<ol style="list-style-type: none"> 1. Curbing harmful emissions by inventing better technologies. 2. Initiatives taken towards building a sustainable future.

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