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UNICHARM SWOT & PESTLE ANALYSIS

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Company Name : Unicharm

Company Sector : Consumer Hygiene Products and Pet Care

Operating Geography : Japan, Asia, Global

About the Company : Unicharm is a Japanese company, founded on February 10, 1961, by Keiichiro Takahara. Its headquarters is located in Mita Minato, Tokyo, Japan. Its key business segments include Baby Care, Feminine care, Healthcare, Pet care, Clean and fresh and Others. It addresses the key issues in both advanced and emerging economies i.e., aging population and hygiene issues respectively. It operates in more than 80 countries and is the market leader in baby care, feminine care and health care in the populated Asian market. It has its successful mantra embedded in NOLA and DOLA as corporate governance, resonant management and a “winning pattern” for their overseas transmission of success. Unicharm has 15,843 employees as of December 31, 2016.

Revenue :

¥ 641.64 billion – FY ending Dec 31st 2017 (year on year growth of 6.1%)

¥ 604.65 billion – FY ending Dec 31st 2016

SWOT Analysis :

The SWOT Analysis for Unicharm is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Global Presence in 80+ countries 2.Value-added products 3.Corporate culture of NOLA and DOLA 4.Resonant Management structure implementing the SAPS model 5.Distinctive Differentiation Business Structure 	<ol style="list-style-type: none"> 1. Weak presence in e-commerce segment
Opportunities	Threats
<ol style="list-style-type: none"> 1.Online retailing expansion in Asian markets 2.Products targeting the ageing population 3.Globalization, emerging economies and diverse workforce 4.Strategic outlook focused both on advanced and emerging economies 	<ol style="list-style-type: none"> 1.Maturing domestic market 2.Foreign currency fluctuations 3.Risk of information security and intellectual property 4.Increasing competition from Kao 5.Competition in adult incontinence segment

PESTLE Analysis :

The PESTLE Analysis for Unicharm is given below:

Political	Economical
1.Increase in geo-political tensions	1.Strong Yen and currency fluctuations
Social	Technological
1.The ageing population with declining birth rate 2.Rising income in emerging markets	1.Disposable Diapers Technology 2.Need for continuous innovation 3.Digital Focus targeting the millennial 4.Reduction in operational cost using next-gen technologies
Legal	Environmental
1.Regulations of the government in power 2.Increase in business restructuring cost related to distribution channels in China	1.Eco plan 2020 and Eco charming products for a sustainable society 2.Environmental consciousness increases worldwide 3.Strategic CSR Initiatives in line with socio-environmental trends

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