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BRIDGESTONE SWOT & PESTLE ANALYSIS

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Company Name : Bridgestone

Company Sector : Tires

Operating Geography : Japan, Asia, Global

About the Company :

Bridgestone is a Japanese company, founded by Shojiro Ishibashi on 1st March 1931, headquartered in Kyobashi, Tokyo. Initially the company dealt in the manufacturing and sale of tires exclusively based on Japanese known-how but now it also deals with the manufacturing and sale of tires and diversified products such as rubber and other products. The company also manufactures and sells scales used to weigh race cars and jumbo jets, as well as sporting goods such as golf clubs, tennis rackets, and bicycles. Bridgestone has operations all over the world. The company works with 135,636 employees as of early 2022. It ranks #484 in Fortune Top 500 of 2021. Its global brand is due to its commitment to deliver the best product, quality and technology in all its business activities. Bridgestone received the prestigious '2022 Product of the Year' award in recognition of its impressive global R&D investments and achievements in sustainable manufacturing. Bridgestone Corporation announced a collaboration with Microsoft in August 2022 to use Microsoft Azure to accelerate development and go-to-market strategies in support of Bridgestone's digital transformation and sustainable solutions portfolio.

The USP of Bridgestone lies in it being the largest manufacturer of tires globally. Its corporate philosophy is "Serving Society with Superior Quality". Bridgestone's mission lies in the purpose, "Serving Society with Superior Quality."

Revenue :

¥ 3246.1 billion (FY ended December 31st, 2021) (y-o-y growth of 8.4%)

¥ 2994.5 billion (FY ended December 31st, 2020)

SWOT Analysis :

The SWOT Analysis for Bridgestone is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Solid global footprint in 150 countries 2.Diverse product portfolio with constant new additions 3.Leveraging R&D to strengthen innovation and increase productivity 4.Strong performance in tire segment through the years 5.Focused strategy for efficient business execution 	<ul style="list-style-type: none"> 1.High dependency on Southeast Asia for natural rubber 2.Cyber-attacks leading to shutting down of operations
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growing global demand for passenger car tires 2.Growth opportunity in hybrid and electric vehicle wheel segment 	<ul style="list-style-type: none"> 1.High risks from natural disasters 2.Stiff competition in domestic and international markets 3.Subject to class-action lawsuits and other various litigations

PESTLE Analysis :

The PESTLE Analysis for Bridgestone is given below:

Political	Economical
1.US tariffs on steel to adversely affect sales 2.Suspension of manufacturing activities in Russia due to Russia Ukraine war	1.Impact of macroeconomic condition prevailing in operating zones 2.Fluctuations in foreign currency leads to adverse impact
Social	Technological
1.Rise of e-commerce to spur tire demand 2.Strong after-sales customer support and employee engagement build a trusted brand 3.Increasing wear resistant properties to enhance safety	1.Development of fuel-efficient tire designs 2.Partnering with strategic cloud providers to support sustainable mobility solutions
Legal	Environmental
1.Litigation risks across geographies 2.Compliance burden of regulations imposed by NSPS & NHTSA	1.Sustainable practices and initiatives 2.Heavy investments on eco tires 3.Impact of weather conditions on tire business

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