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mitsui & co. SWOT & PESTLE ANALYSIS

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Company Name : Mitsui & Co.

Company Sector : General Trading, Diversified

Operating Geography : Japan, Asia, Global

About the Company : Mitsui & Co Ltd is Japanese multinational general trading company founded in 1876. Mitsui & Co have their operations in a wide range of industries like Metals, Machinery & Infrastructure, Chemicals, Lifestyle, Energy and Information Technology. A major share of its profit is from its operations in the resources sector. It has presence in 66 countries with the registered head office in Tokyo, Japan. It has a total of 472 affiliated companies and 48,090 employees as of June 2018. Mitsui's Mission statement as per their annual report is to "Strive to contribute to the creation of a future where the aspirations of the people can be fulfilled." Mitsui's vision statement is to "Aim to become a global business enabler that can meet the needs of our customers throughout the world."

Revenue :

¥ 4,892.1 billion – FY ended Mar 31st 2018

¥ 4,364.0 billion – FY ended Mar 31st 2017

SWOT Analysis :

The SWOT Analysis for Mitsui & Co. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong management plan and strategy 2.Global expansion through acquisitions 3.Innovation and Digital Technology 4.Investments to strengthen existing business 	<ul style="list-style-type: none"> 1.Dependence on resources and energy industry 2.Food and agriculture business
Opportunities	Threats
<ul style="list-style-type: none"> 1.Potential in emerging market 2.Investment in clean Energy 3.Establishment of select new growth areas 	<ul style="list-style-type: none"> 1.Volatility in crude oil prices 2.Increasing global competition 3.Government policies favouring renewable energy

PESTLE Analysis :

The PESTLE Analysis for Mitsui & Co. is given below:

Political	Economical
1.Bio-economy policies of Europe	1. Rising interest rates in US 2. Japan-Russia Economic Cooperation
Social	Technological
1.Growing demand for dialysis medical services in Asia	1. Digital Transformation of business 2. Data Management and industry 4.0
Legal	Environmental
1. Adherence to Standards of occupational Safety 2. Strong anti-corruption Policy. 3. Anti-Slavery and Human trafficking Statement	1. Actionable steps to address environmental impacts. 2. Environmental friendly asset allocation

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