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DENTSU SWOT & PESTLE ANALYSIS

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Company Name : Dentsu

Company Sector : Publishing - Periodicals

Operating Geography : Japan, Asia, Global

About the Company :

Dentsu Inc. has core business in the advertising and communication related solution services. It operates primarily through Japan and various other international segments. It provides advertising services through sales promotion, television, magazines etc. It provides diverse range of other services, for example, the Japan segment offers creative sphere, marketing design, digital media, data solutions, communication design, promotions and social solutions. It also offers real estate management and sale, consulting services, comprehensive network services. The International business segment provides global network and multi-market brands. The company was founded by Hoshiro Mitsunaga on 1st July 1901 and has its headquarter in Tokyo, Japan. The Dentsu group employee strength stood at 60,064 as of Dec, 2017. In 2018, Dentsu defined the three elements of innovation – Entrepreneurship, ideas and technology.

Dentsu Group's vision "Dentsu Group's future is that it be able to create new social value through an organizational structure that facilitates employee and Company growth. We will make every effort to ensure that this is achieved." Dentsu's USP or unique selling proposition lies in being a very well networked media magnate which pioneered the first newspaper advertisement and television commercial in Japan.

Revenue :

5,187,300 Millions Yen – FY ending 31st Dec, 2017 (y-o-y growth 0.1%)

4,924,933 Millions Yen – FY ending 31st Dec, 2016

SWOT Analysis :

The SWOT Analysis for Dentsu is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Portfolio Diversification 2.Strong brand reputation and well networked 3.Large number of M&A activities 4.Innovation and Technology 	<ul style="list-style-type: none"> 1.Risk due to international diversification 2.Weak brand recognition in public domain
Opportunities	Threats
<ul style="list-style-type: none"> 1.New advertising methods 2.Increasing presence in emerging economies and opportunistic markets 3.Broadening business domain 4.New initiatives and more consumer insights 	<ul style="list-style-type: none"> 1.Data Security and frauds 2.Lawsuits and scandals 3.Government Laws and Regulations

PESTLE Analysis :

The PESTLE Analysis for Dentsu is given below:

<p style="text-align: center;">Political</p> <p>1.Laws and regulatory bodies that impact Media and Advertisement businesses</p>	<p style="text-align: center;">Economical</p> <p>1.Overall economic growth 2.Fluctuations in exchange rate</p>
<p style="text-align: center;">Social</p> <p>1.Initiatives towards sustainable development 2.Expanding demand for video content and online services and digital advertisements</p>	<p style="text-align: center;">Technological</p> <p>1.Leveraging Big Data and RPA 2.Introduce innovation and digitization 3.Data useage and security</p>
<p style="text-align: center;">Legal</p> <p>1.Lawsuits and litigations filed against Dentsu 2.Compliance to Government laws</p>	<p style="text-align: center;">Environmental</p> <p>1.Eco-First Commitment 2.Reduction in carbon footprint \GHG emissions</p>

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