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## KONICA MINOLTA SWOT & PESTLE ANALYSIS

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**Company Name :** Konica Minolta

**Company Sector :** Consumer Electronics, Information Technology Services

**Operating Geography :** Japan, Global

**About the Company :** Konica Minolta is a multinational Technology Company, headquartered in Chiyoda, Tokyo. It provides business solutions, industry imaging products, medical imaging products and measuring instruments. It was founded in 2003. It has manufacturing facilities in around 50 countries across globe with sales and service operations in approximately 150 countries. Konica Minolta has more than 43,200 employees globally as of March 2018.

Konica Minolta's vision is "To become a digital company with insight into implicit challenges."

**Revenue :**

Yen 1031.2 billions (FY ending March 31st 2018) (year-on-year growth of 7.1%)

Yen 962.6 billions (FY ending March 31st 2017)

**SWOT Analysis :**

The SWOT Analysis for Konica Minolta is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1. Technologically advanced portfolio</li> <li>2. Strong brand with huge global customer base</li> <li>3. Business Innovation Centres focusing on R&amp;D and technology innovation</li> <li>4. Enhanced customer value proposition in Office Business through mergers and acquisitions</li> <li>5. Acquisitions strengthening the high growth pharmaceutical development segment</li> <li>6. Strong focus on society and environment</li> </ol>	<ol style="list-style-type: none"> <li>1. Slow to adapt to technology disruption</li> <li>2. Falling industrial business</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1. Growth opportunity in fuction films technology segment</li> <li>2. Improving productivity and innovation through digitalization</li> <li>3. Expansion into industries and sectors through edge IoT platform</li> <li>4. Entry into precision medicine and support for pharmaceutical development</li> </ol>	<ol style="list-style-type: none"> <li>1. Competition from Xerox and other channels</li> <li>2. Currency fluctuations may hit exports</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for Konica Minolta is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. Indirect effect of US-China Trade war</li> <li>2. Indirect effect of Brexit</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Foreign currency fluctuations risk</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Strives for increased customer satisfaction</li> <li>2. Maintaining Employee satisfaction by SHINKA 2019</li> <li>3. Employment Diversity</li> <li>4. Value creation process</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Data powered business model to drive profitability</li> <li>2. Increasing ICT industry demand of products such as LCD displays and OLED displays</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Strong focus on legal compliance</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Achieving carbon minus targets</li> <li>2. Sustainable focus through Green Factory</li> <li>3. Green marketing and environmentally optimized supply chain</li> <li>4. Sales in sustainable products, which reduce customers' environmental impact</li> </ol>

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