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DAIKIN INDUSTRIES SWOT & PESTLE ANALYSIS

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Company Name : Daikin Industries

Company Sector : Heating, Ventilating and air conditioning

Operating Geography : Japan, Asia, Global

About the Company : Daikin Industries was founded in the year 1924. It has established itself as a leader in manufacturing and sales of air conditioning equipment. It leads the air conditioning industry in 3 cutting edge technologies employed in heat pump, in inverter and in refrigerant control. It has over 90 production bases in different parts of the world to cater to changing customer needs. It maintains its sales and operations in more than 150 countries. As per 2018 records, Daikin Industries has 70,263 employees in its payroll.

Daikin Industries Vision is to “Come first in customers’ mind as the most trusted air-conditioner brand.”

Its Mission is “To contribute to the society by providing the most advanced air-conditioning solutions, to ensure continuous customer satisfaction and to establish Daikin Brand as a brand of trust and confidence, which our customers and dealers believe in.”

Revenue :

¥ 2,290,561 million (FY ended 31st March 2018)

¥ 2,043,969 million (FY ended 31st March 2017)

SWOT Analysis :

The SWOT Analysis for Daikin Industries is given below:

| Strengths | Weaknesses |
|---|--|
| <ul style="list-style-type: none"> 1.Strong production channel at 90 different locations across the world 2.Strong sales and distribution network in over 150 countries 3.Only company engaged in developing, producing and selling both air conditioning equipment and refrigerants 4.Cutting edge technologies in heat pump, inverter and refrigerant control | <ul style="list-style-type: none"> 1.Less brand recognition in other segments such as purifiers. |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Sales expansion opportunities for refrigerant R32 2.High growth opportunities in Asia-Pacific and African region 3.Opportunities in use of emerging technologies such as IoT and AI 4.Refrigerant Market expanding and expected to grow at CAGR 5.3%. | <ul style="list-style-type: none"> 1.New regulations are expected to come in place for controlling CO2 emissions 2.Changing inter-country relationships: a great threat for diversified operations. 3.Competitors engaged in creating market disruption technologies and products |

PESTLE Analysis :

The PESTLE Analysis for Daikin Industries is given below:

| | |
|--|--|
| <p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Different political environment and stability issues 2. Inter country trade relationships and different trade barriers | <p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Growth in Asia-Pacific region because of developmental changes |
| <p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Social culture impacting the economic stability of the country | <p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Artificial intelligence and IoT playing a key role 2. Strong focus on Research and Development |
| <p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Employment of refrigerant management plans to control the emissions 2. Strict regulations imposed on energy use of air conditioners and refrigerants | <p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Use of energy-efficient equipment 2. Using refrigerants that causes less global warming |

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