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## NEC CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** NEC Corporation

**Company Sector :** Information Technology Services

**Operating Geography :** Tokyo, Japan, Asia

**About the Company :** Established as Nippon Electric Company, Japan's first joint venture company with foreign capital investments in association with US organization Western Electric Company (now Alcatel- Lucent) on 17th July, 1899, NEC has now become one of the leaders in Information technology service providers in Japan and with its 303 subsidiaries located in 169 countries it provides global information and communication services to its international clients. The company has 4 business segments namely Public Business which includes system integration, maintenance and support, outsourcing/cloud services and system equipment for public, healthcare, government and media.

NEC employs 109,390 employees globally and possesses 9 state-of-the-art R&D facilities with 1000 researchers in India, China, USA, Japan and Singapore.

**Revenue :**

¥2,844,447 million (FY ended 31st March 2018) (year-on-year growth of 6.7%)

¥2,665,035 million (FY ended 31st March 2017)

**SWOT Analysis :**

The SWOT Analysis for NEC Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong presence of Public Business segment in Japanese Market</li> <li>2.Strong track record across business areas</li> <li>3.Highly skilled workforce</li> <li>4.Leaders in advanced technologies</li> <li>5.Strong capital structure</li> </ul>	<ul style="list-style-type: none"> <li>1.Low share in global ICT market</li> <li>2.Declining Network Service Business</li> <li>3.Lack of speed and execution capabilities</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Mid-term Management Plan 2020</li> <li>2.Opportunities in Global IP Telephony Market</li> <li>3.Growth potential for NEC's Global Safety Business</li> <li>4.South East Asian online retail market</li> <li>5.Opportunity in value chain innovation</li> </ul>	<ul style="list-style-type: none"> <li>1. Risk related to Japan's economic condition</li> <li>2. Financial Market condition</li> <li>3. Intensive competition to NECs business segments.</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for NEC Corporation is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. Government Policies and Regulations</li> <li>2. Political conditions in operating regions</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Volatile market conditions and changes in exchange rates</li> <li>2. Changes in tax regulations</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Social value creation through R&amp;D</li> <li>2. Human Resource development to support innovation</li> <li>3. Using digital technologies to address social issues such as food water and energy efficiency</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Technological advancement and customer need responses</li> <li>2. Development of advanced analytics system</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Risk related to NEC's Intellectual Property Rights</li> <li>2. Risks related to legal proceedings</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Risk related to environmental laws and regulation</li> <li>2. Providing environmental sustainability through business initiatives</li> </ol>

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