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CASIO SWOT & PESTLE ANALYSIS

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Company Name : Casio

Company Sector : Consumer Electronics

Operating Geography : Japan, Asia, Global

About the Company : Casio is a consumer electronics company which is Headquartered in Tokyo-Japan. The company has a variety of products such as electronic calculators, digital cameras, mobile phones, watches, etc. It was established in April 1964 as Kashio Seisakujo by Tadao Kashio. This 55-year-old company is showing strong sales with a Total Net sale of 314,790 Million yen in the fiscal year of 2018.

Casio is an organization that has grown due to innovation. It launched the world's first electric compact calculator and made huge leaps in the advent of digital camera with its research and products. Casio is most commonly known for reliable electronic products and has tie-ups with several other organizations as their calculators and electronic goods such as printers and has a good client base that they have built over decades.

Revenue :

Total Net Sales

298,161 Million Yen - FY ending March 2019 (y-o-y growth negative 68%)

314,790 Million Yen - FY ending March 2018

SWOT Analysis :

The SWOT Analysis for Casio is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Products driven by innovation 2.Strong technology expertise driving new businesses 3.Broad variety of products across consumer segments 4.Efficient marketing team and major sponsorships 	<ul style="list-style-type: none"> 1.Brand image stereotyped 2.Slow to launch products as per fast changing consumer needs
Opportunities	Threats
<ul style="list-style-type: none"> 1.Youth centric approach in launching new products 2.Marketing and brand promotion 3.Adapting to new technology and creating new businesses 4.Expand growth in timepiece and educational scientific calculator business 	<ul style="list-style-type: none"> 1.Large Competitors in watch segment 2.Huge Competition for their most famous products 3.Fluctuations in economy can highly influence sales 4.Change in government policies on import export

PESTLE Analysis :

The PESTLE Analysis for Casio is given below:

Political	Economical
1.Changes in import export policies 2.Impact of U.S. China trade war and geo-political instability	1.Recession- Influence of shifting economy
Social	Technological
1.Expanding clientele to schools 2.Brand promotions based on consumer segmentation	1.Risk of advent in substitute technology 2.Investments in Research and Development
Legal	Environmental
1.Compliance risk management	1.Focus on environmental mission 2.Impact from Natural disasters

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