
S&P TEST

SWOT & PESTLE.com

CASIO SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

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:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Changes in import export policies 2.Impact of U.S. China trade war and geo-political instability 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Recession- Influence of shifting economy
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Expanding clientele to schools 2.Brand promotions based on consumer segmentation 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Risk of advent in substitute technology 2.Investments in Research and Development
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Compliance risk management 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Focus on environmental mission 2.Impact from Natural disasters

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Casio** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com