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## JDI SWOT & PESTLE ANALYSIS

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**Company Name :** JDI

**Company Sector :** Display Manufacturing

**Operating Geography :** Japan, Asia, Global

**About the Company :** Japan Display Inc., is a Japan-based display technology company, headquartered in Minato City, Tokyo, Japan. Often known as JDI, the company was formed by the merger of the small and medium-sized liquid crystal display businesses of Sony, Toshiba and Hitachi on August 31, 2011. JDI develop, design, manufacture and sell and deliver displays to the global market. The company has its base in major cities in Asia, Europe and North America. In October 2019, JDI started producing OLED displays for Apple's smartwatch and is one of the major display suppliers to Apple's iPhone since 2014. As of 2020, under the research and production of JDI, three types of displays, LCD, OLED and microLED operations are ongoing under it. JDI aims to fulfill its purpose while evolving as an enterprise indispensable for people worldwide. As of March 31, 2021, the company has employed 8,424 people.

JDI's unique selling proposition lies in being the leading manufacturer of LEDs in the world. JDI's vision as per its Annual report is "We shape our future with every movement we make. We create multisensory realities that transform into extraordinary moments you can see, hear, touch, smell, and taste."

**Revenue :**

Yen 636,661 million – FY ending 31st Mar 2019

Yen 717,522 million – FY ending 31st Mar 2018

**SWOT Analysis :**

The SWOT Analysis for JDI is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Established player in display and user interface market</li> <li>2.Strong performance in automotive display segment</li> <li>3.Application of innovative technologies creating world class displays</li> <li>4.Display Application of the Year Award - 2019</li> </ul>	<ul style="list-style-type: none"> <li>1.Consecutive losses over the last few years</li> <li>2.Decrease in sales due to slowdown in the smartphone market</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Demand for medium panels to boom in automotive segment</li> <li>2.Growth in volume, size, and functionality of automotive display systems</li> </ul>	<ul style="list-style-type: none"> <li>1.Economic slowdown and trade war impacting performance</li> <li>2.Intense industry competitiveness and rapid technological changes</li> </ul>

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