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YOKOHAMA RUBBER SWOT & PESTLE ANALYSIS

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Company Name : Yokohama Rubber

Company Sector : Tires, Manufacturing

Operating Geography : Japan, Asia, Global

About the Company : The Yokohama Rubber Company, Limited is a leading tire manufacturer producing motor vehicles tires. It has also diversified its business into high pressure hoses, sealants and adhesives, other industrial products, aircraft fixtures and components and golf equipment. It was founded in 1917 with a joint venture between Yokohama Cable Manufacturing and B.F Goodrich and is headquartered in Tokyo, Japan. In these more than 100 years of establishment, Yokohama has overcome many challenges and ensure its position as an industry leader. It employs around 27428 people at the start of 2020. The basic philosophy guiding Yokohama is "To enrich people's lives and contribute to their greater happiness and well-being by devoting our wholehearted energies and advanced technology to the creation of beneficial products."

Yokohama strongly supports the passion for sports and has been supporting sports marketing. It has a sponsorship agreement with Chelsea Football Club and its brand logo is distinctly displayed on the Chelsea players' uniforms. It also supports race activities of Team UKYO targeted at promoting sports and contributing to children's development. It also has been long active in motor sports and participated in various races in Japan and overseas like Formula races, GT touring car races, rally races etc. Yokohama has planned a medium-term management plan called Grand design 2020 or GD 2020. It presents a framework to address any opportunity or threat in its way by redefining Yokohama strengths and deploying a growth strategy based on original approaches.

Yokohama's GEOLANDAR X-CV and GEOLANDAR X-AT tires received the Chicago Athenaeum's Good Design Awards in December 2019. Yokohama also received 3 prestigious awards at 2019 SEMA (Specialty Equipment Market Association) show.

Yokohama Rubber's mission statement reads as "YRC aims to be a company which is trusted and

valued by customers around the world.”

Revenue :

Yen 650.5 billion– FY ending 31 December 2019 (y-o-y growth negligible)

Yen 650.2 billion– FY ending 31 December 2018 (y-o-y growth 0.6%)

Yen 646.3 billion– FY ending 31 December 2017

SWOT Analysis :

The SWOT Analysis for Yokohama Rubber is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong and widely recognized technical excellence 2.World's top motor sports events' supporter 3.High performance in marine products, hydraulic hoses and sealing materials 4.Highly specialized commercial tires 5.Efficient production lines producing wide range of products 6.Extensive global network 7.Combining R&D efforts into one center 	<ul style="list-style-type: none"> 1.Manufacturing issue leading to voluntary recall 2.End of principal partnership with Chelsea 3.Higher production and fixed cost leading to lower profit
Opportunities	Threats
<ul style="list-style-type: none"> 1.Increasing vehicle production leading to more demand of tires 2.Concept tires for increasing demand of electric vehicles 3.Regaining UHP tire market share 	<ul style="list-style-type: none"> 1.Increasing competition in tire manufacturing industry

PESTLE Analysis :

The PESTLE Analysis for Yokohama Rubber is given below:

Political	Economical
1.Impact on trade war on products manufactured in China	1.Impact of increase in interest rate. 2.Impact of fluctuations in foreign currency exchange rates
Social	Technological
1.Connect with users by meeting their demand through hobby tires	1.Revolutionary technology to produce isoprene from biomass. 2.Multiple technological innovations in tire. 3.Implementation of FUJITSU intelligent dashboard for real time visibility
Legal	Environmental
1.Vulnerable to any change in tax laws, duties, quotas, tariffs and other trade restrictions due to global operations	1.Working towards sustainability in natural rubber procurement. 2.Sustainable production in agriculture and forestry through special tires.

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