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AJINOMOTO SWOT & PESTLE ANALYSIS

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Company Name : Ajinomoto

Company Sector : FMCG, Food Industry

Operating Geography : Japan, Asia, Global

About the Company :

Ajinomoto Co. Inc. is a Japanese food and biotechnology corporation which manufactures and distributes seasonings, cooking oils, frozen foods, beverages, sweeteners, amino acids and pharmaceuticals. The company's headquarters are located in Chuo, Tokyo. The company's star ingredient was discovered by Kikunae Ikeda at the University of Tokyo in 1908, with the help of his two brothers who were involved in the extraction of Iodine from seaweed to produce the renowned substance commercially. They commenced the marketing of "AJI-NO-MOTO," which translated to 'essence of taste'. The company invests a higher percentage of its sales on research compared to its peers, reflecting its fascination for fine chemical and pharma products. Ajinomoto Co. announced their partnership with the Tokyo 2020 Organizing Committee of the Olympic and Paralympics to include coffee beans and Instant coffee powder to the list of products. Ajinomoto is entitled to market as an Official Partner. Ajinomoto has won several remarkable awards including Global Environment Awards and Accelerate Japan 2019 Awards.

Ajinomoto Co. Inc's Unique Selling Proposition or USP lies in being the world's first and largest producer of monosodium glutamate (MSG) and is one of Japan's largest food- processing companies. Ajinomoto's mission statement reads, "Eat Well, Live Well."

Revenue :

1127 billion Yen – FY ending 31st March 2019

1114 billion Yen - FY ending 31st March 2018

SWOT Analysis :

The SWOT Analysis for Ajinomoto is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1. Leading edge bioscience and fine chemical technologies 2. Reorganized research and development structure to respond to changing market 3. Brand recognition and highest market share of Japan Food Products. 4. Aggressive campaigning to promote use 	<ul style="list-style-type: none"> 1. Implementing digital transformation to reformulate growth strategy. 2. Moving into asset light management. 3. Introducing menu specific seasonings in emerging countries. 4. Increasing sales of Ajinomoto Build up Film with arrival of IoT. 5. Expanding pharmaceutical custom manufacturing business.
Opportunities	Threats
<ul style="list-style-type: none"> 1. Growing negative rumors regarding Umami and MSG 2. Presence of numerous competitors with low entry barriers 	<ul style="list-style-type: none"> 1.

PESTLE Analysis :

The PESTLE Analysis for Ajinomoto is given below:

Political	Economical
1.Diversifying manufacturing operations amidst US-China trade tensions	1.Impact of fluctuations in foreign currency exchange rates or interest rate volatility
Social	Technological
1.Growing concerns about the side effects of using Ajinomoto 2.Increasing usage of amino acids for various purposes	1.Embracing digitalization transformation using technology 2.Use automation technology to improve production system
Legal	Environmental
1.Group shared policy on global tax 2.Regulatory bodies like FSSAI, USFDA mandate the declaration and limit on use of MSG	1.Practicing sustainable materials sourcing 2.Focused to create positive impact on environment

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