
S&P TEST

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SHISEIDO SWOT & PESTLE ANALYSIS

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Company Name : Shiseido

Company Sector : Personal Care and Beauty Products

Operating Geography : Japan, Asia. Global

About the Company :

Shiseido is a Japanese multinational company dealing in production and distribution of personal care, cosmetics and skincare products. With a legacy of 145 years, Shiseido established as Japan's first Western style pharmacy, is headquartered in Ginza, Tokyo. The company is renowned for its beauty and skincare products across the world which ingeniously blend the eastern science of beauty care with western technology. Majority of the business of Shiseido includes cosmetics, however it has diversified its business in hospitality in Japan, which includes, restaurants and educational institutions. With an employee strength of approximately 46,000 people as of 2020, Shiseido has developed itself as a high-end beauty product manufacturer and marketer. However, it has diversified its products into several subsidiaries, such as Za, to cater to the mid income customer, with zero compromise on quality. The brand is an established name in Japan, China, Europe and America. Apart from that, the brand has also developed expertise in the travel retail business, a rare in the sector. Shiseido's policy involves sustainable growth of all its stakeholders, i.e., customers, business partners, employees, shareholders, society and the Earth.

The USP or unique selling point of Shiseido lies in blending the Asian science of cosmetics with western innovation and technology. Shiseido's vision statement reads "Beauty innovations for a better world." There are eight driving principles behind the beauty giant's strategy, known as "TRUST 8", which are "Think Big", "Take Risks", "Hands On", "Collaborate", "Be Open", "Act with Integrity", "Be Accountable" and "Applaud Success". Shiseido's mission statement reads "To become a company that remains vital for the next 100 years, we will continue various initiatives to "Be a Global Winner with Our Heritage."

Revenue :

JPY 1131.5 billion - FY ending 31st December 2019 (y-o-y growth 3.4%)

JPY 1094.8 billion - FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for Shiseido is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Building brand through acquisitions 2. Leading luxury beauty product manufacturer in Asia 3. Brand value of products with Asia-western blend 4. Active in large markets like US, China and Japan 	<ol style="list-style-type: none"> 1. Not in demand among younger consumers 2. Stock outages in core products 3. Failure of Bare Escentuals leading to massive impairment losses 4. Shutting down on Indian subsidiary due to failing targets 5. Dependent on Japanese markets for lion's share of its turnover
Opportunities	Threats
<ol style="list-style-type: none"> 1. Harnessing the potential of the Indian sub-continent 2. Launching novel products aligned with the new normal 3. Rolling out fresh scent-line up to "connect deeply with consumers" 4. Bolstering M&A strategy with an eye on peppy upstart brands 5. Investing in a unified global e-commerce strategy 	<ol style="list-style-type: none"> 1. Thriving in a highly competitive industry 2. May lose its essence of an Asian-western blend 3. Alleged copycats shaving off market revenue

PESTLE Analysis :

The PESTLE Analysis for Shiseido is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Taxation appraisal in Japan affecting income 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. High growth in travel retail segment 2. Earnings impacted due to currency fluctuations 3. Slump in sales and consumer spending hit by the novel Coronavirus pandemic
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Diversified workforce 2. Marketing the Made in Japan product, focusing on prestige, premium brands 3. New "Japanism": a rising beauty trend 4. Japanese companies using subscription services to woo customers 5. Caching in on the power of influencers 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Usage of E commerce in the China business 2. Research and innovation to mix eastern and western science of beauty products 3. Strengthening digital positioning 4. Leverage of the rising J-beauty trend in the light of the current pandemic
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Mandate for halal compliance in Muslim majority markets 2. Ban on micro beads usage in cosmetics in China to impact cosmetic manufacturers 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Developing sustainable products and packaging 2. Procuring sustainable raw materials 3. Investing in research and developing products that protect skin from UV Rays and Photo aging 4. Reducing carbon footprint 5. Detailed program for environmental sustainability

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