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NINTENDO CO. LTD SWOT & PESTLE ANALYSIS

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Company Name : Nintendo Co. Ltd

Company Sector : Consumer Electronics and Software

Operating Geography : Asia, Japan, Global

About the Company :

Nintendo Co. was founded in 1889 by Fusajiro Yamauchi. The headquarters of the company are located in Kyoto, Japan. It is a Japanese MNC and one of the largest video gaming company globally. The founding name of the company was Marufuku Company, Ltd and it manufactured Hanafuda playing cards. The company name was changed in 1951 by the great-grandson of the founder, Hiroshi Yamauchi to the Nintendo Playing Card Company, Ltd. The Japanese word 'Nintendo' means "leave luck to heaven". Electronic technology was included within the company portfolio in 1970 with games of the Beam Gun Series which was introduced for the first time in Japan. This was the beginning which soon developed into the company's current portfolio. The Famicom was a popular product of the company. Its popular gaming franchises today include Mario, Legend of Zelda, Metroid and Pokemon.

The vision statement of Nintendo reads, "Putting Smiles on the Faces of Everyone Nintendo Touches". The mission statement is "Strong commitment towards production and marketing of best products and services". The company has around 6,574 employees as per March 2021 records.

Revenue :

¥ 1,758,910 million - FY ended March 31, 2021

¥ 1,308,519 million - FY ended March 31, 2020

SWOT Analysis :

The SWOT Analysis for Nintendo Co. Ltd is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Established brand - synonymous with gaming and entertainment 2.Strong performance of Nintendo Switch and 3DS console 3.Strong focus on innovation driven by research and development activities 4.Healthy 3rd party developer ecosystem on Switch 	<ul style="list-style-type: none"> 1.Only gaming devices may impact growth 2.Limited presence in emerging markets 3.Majorly dependent on foreign manufacturers
Opportunities	Threats
<ul style="list-style-type: none"> 1.Utilize strong research & development capabilities 2.Capitalize on success of Pokemon GO 3.Nintendo Switch Online service expected to bring in significant subscribers 4.5G to increase prominence of Cloud gaming in video game industry 5.Collaboration for movies and theme parks 	<ul style="list-style-type: none"> 1.Intense competition from players like Sony and Microsoft 2.Rise in availability of counterfeit gaming products in emerging markets 3.Global chip shortage to impact production

PESTLE Analysis :

The PESTLE Analysis for Nintendo Co. Ltd is given below:

Political	Economical
1. Political stability in Nintendo's major markets 2. Political statements in solidarity with the Black Community	1. Nintendo is exposed to exchange rate fluctuations with more than 70% imports globally
Social	Technological
1. Increase in smartphone adoption globally will also increase digital gaming penetration 2. Increasing disposable income in emerging economies to drive gaming market 3. Introduction of more parental controls to make games safer	1. Augmented reality to be a huge gaming trend in the near future with Nintendo having the first mover advantage 2. Investments in R&D will help in technological innovation 3. Blockchain holding potential to transform the gaming industry
Legal	Environmental
1. Rise of counterfeit goods trade globally with limited legal options impacts Nintendo's revenues 2. Improving patent protections and product regulations in developed economies will help established players	1. Continuous on-site inspections by Nintendo to ensure socio-environmental compliance 2. Focus on creating environmentally friendly products

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