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YAMAHA MOTOR SWOT & PESTLE ANALYSIS

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Company Name : Yamaha Motor

Company Sector : Automobiles

Operating Geography : Japan, Asia, Global

About the Company : Yamaha Motor Company is a Japanese manufacturer of motorized products like motorcycles, outboard motors, snowmobiles, etc., headquartered in Hamamatsu, Japan. The company was founded in 1955 and has grown into a worldwide corporation having 55,255 employees. It has 140 subsidiaries and affiliates in 30 countries, with products sold in 180 countries. Yamaha considers itself as a Kando creating company, which means its goal is to offer a more fulfilling life and new excitement to people across the world. Yamaha aims to be the company that people look to for new exciting products that provides deep satisfaction and high value. The company strives to realise its corporate mission of becoming a Kando creating company through its management principles and action guidelines. The management principles are: creation of value that exceeds customer expectations, establishment of a corporate environment fostering self-esteem, and fulfillment of social responsibilities worldwide. The action guidelines are: acting with speed, spirit of challenge, and persistence. Ever since its inception, Yamaha has strived to create diverse value through its services and products.

Yamaha Motor's mission statement reads that it "Strives to realize peoples dreams with ingenuity and passion, and to always be a company people look to for the next exciting product or concept that provides exceptional value and deep satisfaction".

Revenue :

1,664.8 billion Yen - FY ending 2019 (y-o-y growth 0.5%)

1,673.1 billion Yen - FY ending 2018 (y-o-y growth 0.2%)

1,670.1 billion Yen - FY ending 2017

SWOT Analysis :

The SWOT Analysis for Yamaha Motor is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Core technical competencies that enabled business diversification 2.Strong focus on Research and Development 3.Design strategy focused on entire organization 4.Unique theoretical-value-based production initiative for total optimization in manufacturing 	<ul style="list-style-type: none"> 1.Decline in financial results 2.Consequences of major accidents involving Yamaha products
Opportunities	Threats
<ul style="list-style-type: none"> 1.Innovation through "ART for Human Possibilities" 2.Strategic partnerships for innovation 3.Rising demand for large outboard motors in developed markets 4.Growing e-bike market worldwide 5.Growing motorcycle market in Philippines 	<ul style="list-style-type: none"> 1.Business disruption by natural disasters 2.Rising incidents of cyber attacks 3.High competition across markets and segments

PESTLE Analysis :

The PESTLE Analysis for Yamaha Motor is given below:

Political	Economical
1.Changing regulations across the world	1.Varying economic conditions across the world 2.Currency fluctuations across the world
Social	Technological
1.Promotion of spirit of challenge in societies through sports 2.Creating awareness of road safety in societies	1.Robotics applications in agriculture and medical sectors 2.Strategic importance of digital technology in business operations
Legal	Environmental
1.Intellectual property protection for business growth 2.Adherence to product quality laws	1.Greenhouse gas emission control 2.Initiatives for preservation of earth's biodiversity 3.Promoting recycling and the effective use of limited resources

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