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## SUMITOMO RUBBER INDUSTRIES SWOT & PESTLE ANALYSIS

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**Company Name :** Sumitomo Rubber Industries

**Company Sector :** Tires and Sports

**Operating Geography :** Japan, Asia, Global

**About the Company :** Sumitomo Rubber Industries Ltd. operates as a global tire and rubber company in Japan. The company primarily manufactures motorcycle and automobile tires, sports equipment and industrial rubber products. Its diverse portfolio includes tennis rackets, golf balls, rubber gloves and artificial turf. Sumitomo Rubber is headquartered in Kobe, Japan and it employs a workforce of approximately 39233 people as of 2020. The company traces its roots back to 1909, after Sumitomo Group invested in Dunlop Japan. Both parties developed strategic partnerships and in 1963, Sumitomo Group acquired Dunlop Japan and renamed it Sumitomo Rubber Industries Ltd. Sumitomo Rubber retails its products under the Dunlop brand globally. The company has also collaborated with Goodyear Tire & Rubber to promote Goodyear brands in Japan whilst Goodyear markets its Dunlop brand tires in North America and Europe. Sumitomo has initiated minor operations such as SRI Sports which designs golf and tennis gear and SRI Hybrid that markets industrial wares such as rubber components for office automation equipment. Sumitomo recently bagged the KZN Exporter of the Year Award 2019 for the second consecutive year. The company received the prestigious award at the Inkosi Albert Luthuli International Convention Centre in Durban.

Sumitomo Rubber Industries' unique selling proposition or USP lies in being Japan's third-largest automobile tire producer. Sumitomo Rubber's mission statement reads, "Our mission is to become the most reliable manufacturer. SRI will accomplish this by continued focus on our customers striving for continuous improvement, and exhibiting the highest commitment to safety, communication and team work."

**Revenue :**

JPY 893.3 billion – FY ended 31st December 2019 (y-o-y increase of (-) 0.1%)

JPY 894.2 billion – FY ended 31st December 2018

**SWOT Analysis :**

The SWOT Analysis for Sumitomo Rubber Industries is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong portfolio of rubber-based products of well recognized and respected brands</li> <li>2.Proactive engagement in R&amp;D activities for greater value creation</li> <li>3.Powerful history of business contributions with aid of proprietary rubber technology</li> <li>4.Robust value chain supporting sustainable growth</li> </ul>	<ul style="list-style-type: none"> <li>1.Decreasing profitability over the last few years</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Global expansion of systems for new business development</li> <li>2.Building upon the global R&amp;D network as well as supplier and customer bases</li> <li>3.Growing demand for next-generation electric vehicles</li> <li>4.Developing &amp; promoting sales of advanced products</li> </ul>	<ul style="list-style-type: none"> <li>1.Contraction in Japanese population leading to shrinking golf and tennis markets</li> <li>2.Market dynamics getting affected by jump in raw material prices</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Sumitomo Rubber Industries is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Impact of the tariffs imposed by Trump in the US</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Rising prices of raw materials affecting tire industry</li> <li>2.Downturn in Japanese economy due to pandemic to impact business growth</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Accelerated motorization due to population explosion in emerging countries</li> <li>2.Trends of fewer millennials interested in golf</li> <li>3.Decline in Japan's population reducing domestic demand</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Incorporating digital transformation by enhancing digital centres &amp; automation</li> <li>2.Development of AI-based technologies to accelerate sustaining performance</li> <li>3.Leveraging IoT/AI platforms to deploy tire production solutions</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Imposition of stricter environmental regulations</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Lowering environmental footprint by creating a low-carbon and recycling-oriented society</li> <li>2.Development of environment-friendly products with greater fuel efficiency</li> <li>3.Green initiatives adopted for bio-diversity preservation</li> </ol>

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