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# S&P TEST

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## MORINAGA & COMPANY SWOT & PESTLE ANALYSIS

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**Company Name :** Morinaga & Company

**Company Sector :** Food Processing

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

**About the Company :** Morinaga & Company is a confectionery company in Tokyo, Japan, in operation since 1899. It was founded by Taichiro Morinaga and is headquartered in Minato, Tokyo, Japan. Morinaga's main business activities are the manufacture, purchase and sale of confectionaries (caramel, biscuits, chocolate' etc.), foods (cocoa, cake mix, etc.), frozen desserts (ice cream, etc.), and health products (jelly drinks, etc.). As of 2020, Morinaga & Company has 1334 employees. It delivers products that increase the values of “deliciousness” and “health functionality” for people of all generations. In 2020, the company has launched its Hi-Chew candy in Australia. The product is famed for its long-lasting chewy texture and its wide variety of food flavors. The brand has a strong following especially in US and New Zealand and the company hopes to expand the brand by tapping on its international success. Morinaga Milk, its affiliated company, received the 2019 Bronze Award in the “Diary and Health Products”.

Morinaga's mission is “We aim to contribute to the realization of abundant, safe eating choices and the promotion of health among the people of the world. To this end, we provide products, services, and information offering value and inspiration through business based on our pioneering spirit.” Its vision statement reads, “Delicious, Fun, and Unique.” The Company's unique selling proposition is customer trust as the most precious value for them”

**Revenue :**

205.3 billion yen - FY ending 31st March 2019

205.0 billion yen - FY ending 31st march 2018

## SWOT Analysis :

The SWOT Analysis for Morinaga & Company is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong focus on milk related research and development</li> <li>2.Aggressive advertising to increase brand recognition</li> <li>3.Frozen desserts segment net sales growing more than over all ice cream market</li> </ul>	<ul style="list-style-type: none"> <li>1.Lower year on year sales in Taiwan</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Strategic development of sales displays</li> <li>2.Expansion into health and wellness domain</li> <li>3.Make HI-CHEW a global brand</li> <li>4.Growth in overseas businesses through partnerships</li> </ul>	<ul style="list-style-type: none"> <li>1.Increase in price of raw materials.</li> <li>2.Increasing labor shortage in Japan</li> <li>3.Challenges in raw milk production in Japan</li> <li>4.Novel coronavirus outbreak impacting consumption</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Morinaga & Company is given below:

Political	Economical
1.Political issues instability in overseas business	1.Increase in consumption tax in Japan 2.Impact of COVID 19 on chocolate market
Social	Technological
1.Increasing health awareness among consumers to reduce sugar intake 2.Increasing consumers' shift towards organic chocolates and candies 3.Drinkable fuel for gamers in Japan	1.Use of technology to empower farmers, monitor production and predict demand
Legal	Environmental
1.Discussions with PETA to end experiment on animals 2.Subsidies paid to producers of raw milk in Japan	1.Product development to reduce environmental load 2.Multiple initiatives for a low carbon society 3.Change in labelling to reduce food loss

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