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KAWASAKI HEAVY INDUSTRIES SWOT & PESTLE ANALYSIS

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Company Name : Kawasaki Heavy Industries

Company Sector : Manufacturing

Operating Geography : Japan, Asia, Global

About the Company : Kawasaki Heavy Industries Ltd. Is a Japanese MNC mainly known for manufacturing motorcycles, heavy equipment, aerospace and defense equipment, rolling stock and ships. It also actively produces industrial robots, gas turbines, boilers and other industrial products. The company has a long history since it was founded in 1896 by Shōzō Kawasaki. It is currently headquartered in Tokyo, Japan. It has more than 50 holdings in most major cities around the world. Together with about 100 group companies in Japan and overseas, Kawasaki Heavy Industries emerged as a technology corporate group. Ninja 1000SX Named MCN 2020 All Rounder of the Year. This recognition denotes the tenth consecutive MCN Award win for Kawasaki, and the newspaper named the Ninja 1000SX its 'All Rounder of the Year' for fiscal 2020, stating, "the Ninja handles with greater precision, less effort and a lot more grace. In 2007, the Kawasaki Group established the Kawasaki Group Mission Statement to orient the group as a whole. The group's mission statement is "Kawasaki, working as one for the good of the planet". Its long-stroke inline four continues to offer lashings of easy, eager thrust at all revs without needing to be worked hard."

- We are the Kawasaki Group, a global technology leader with diverse integrated strengths. - We create new value-for a better environment and a brighter future for generations to come. It is well guided by its values in its operations which are "We respond to our customers' requirements", "We constantly achieve new heights in technology" and "We pursue originality and innovation". Kawasaki established the Kawasaki Group's new vision statement, describing what the Group envisions becoming in 10 years ? "Group Vision 2030: Trustworthy Solutions for the Future."

Revenue :

1,641 billion Yen –FY ended 31st March, 2019

1,594 billion Yen – FY ended 31st March 2018

1,574 billion Yen – FY ended 31st March 2017

SWOT Analysis :

The SWOT Analysis for Kawasaki Heavy Industries is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Wide range of product portfolio 2.Strong technological capabilities across domains 3.Providing a seamless hydrogen supply chain 4.Global production, sales and service structure 	<ul style="list-style-type: none"> 1.Substandard components in bullet trains leading to reputation loss
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growth in global motorcycle industry 2.Evolution through digital innovation to satisfy customer needs and resolve issues 3.Growth in air-passenger and air freight volume in emerging countries 4.Use of bullet trains in emerging countries 	<ul style="list-style-type: none"> 1.Increasing competition in motorcycle manufacturing industry 2.Fluctuation in price of raw material 3.Impact of COVID-19 across product segments

PESTLE Analysis :

The PESTLE Analysis for Kawasaki Heavy Industries is given below:

Political	Economical
1.Uncertainty in political and economic conditions 2.Impact on trade war on the business of the company and industry as whole	1.Impact of increase in interest rate 2.Impact of fluctuations in foreign currency exchange rates
Social	Technological
1.Addressing needs of aging society and shortage of labor through automation 2.Increasing number of women riding motorcycles 3.Urbanization increasing social infrastructure challenges especially in emerging countries	1.Focus on multiple technological innovations 2.Partnership with Artificial Intelligence (AI) start up
Legal	Environmental
1.Compliance with various laws and regulations of different countries 2.Involvement in legal issue by dealership who failed to provide delivery of motorcycles	1.Working towards a low-carbon society by reducing greenhouse gas emissions. 2.Efforts towards building a recycle-oriented society 3.Increased awareness as an environmentally friendly brand

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