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OLYMPUS CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Olympus Corporation

Company Sector : Endoscopic solutions, Therapeutic Solutions and Scientific Solutions

Operating Geography : Japan, North America, Europe and China

About the Company : Olympus Corporation is a Japanese manufacturer of optics products. It was established on 12th October 1919, as Takachiho Seisakusho. Over the years, the company has undergone multiple renaming efforts and was finally renamed as Olympus Corporation in 2003. The initial operation began with the production of microscopes and thermometers. It has since then moved to the manufacturing and sales of multiple medical equipment.

An endoscopy procedure is a non-invasive procedure that involves the use of a flexible tube called endoscope. It is inserted down the throat and into the esophagus. The endoscopic solutions division started in 1950s. Constant innovation has led Olympus to capture over 70% for the global gastrointestinal endoscope market. The therapeutic solutions division is one of the latest divisions to be incorporated by Olympus. The solutions provided by the division has helped healthcare professionals perform minimally invasive procedure which not only helps in cost savings but also enhances the quality of life for the patients. The scientific solutions division is focused on solving the needs of professionals in the life sciences and industrial sectors. It provides a variety of measurement, imaging and instrumentation solutions like X-ray analyzers, optical and digital microscopes and testing solutions. Olympus Corporation has over 35,000 employees as of March 2020.

Revenue :

Yen 797.4 billion - FY ended March 31, 2020 (YoY growth 0.5%)

Yen 793.8 billion - FY ended March 31, 2019

SWOT Analysis :

The SWOT Analysis for Olympus Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong presence in multiple business domains 2.Strong Acquisition strategies to consolidate positions. 3.Market share of over 70% for the global gastrointestinal endoscope market 4.Focused R&D driving constant innovations 	<ul style="list-style-type: none"> 1.High dependence on developed markets which could prevent expansion to other markets
Opportunities	Threats
<ul style="list-style-type: none"> 1.Transforming into a Global Med-tech Company 2.Positive changes in management \u2013 new CTO, CFO and COO appointed in April 2020 3.Expansion of products within the Chinese market 4.Increasing healthcare awareness, especially in emerging countries 5.Developing leadership in Next-Generation Minimally Invasive Surgery 	<ul style="list-style-type: none"> 1.Digital revolution impacting older businesses 2.Increasing regulatory changes in the med-tech space

PESTLE Analysis :

The PESTLE Analysis for Olympus Corporation is given below:

Political	Economical
1.Regulation changes in the operating geographies will affect operations	1.Impact of corona virus pandemic on the med-tech sector
Social	Technological
1.Safety Concerns for medical equipment produced by the company 2.Working with hospitals to improve health and safety of patients 3.Demand for reductions in medical expenses due to aging global population	1.Digitalisation impacted older business verticals 2.Digital advancements transforming med-tech sector
Legal	Environmental
1.Infringement risks of intellectual property 2.Ensuring Compliance with Laws, Regulations and Social Norms	1.Move towards reduction in environmental impact due to its operations 2.Developing products that Contribute to Solving Environmental Issues

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