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MITSUI O.S.K. LINES SWOT & PESTLE ANALYSIS

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Company Name : Mitsui O.S.K. Lines

Company Sector : Logistics, Shipping

Operating Geography : Japan, Asia, Global

About the Company : Mitsui O.S.K. Lines, headquartered in Toranomon, Minato, Tokyo, is a Japanese transportation company. Under the Legislation Concerning the Reconstruction and Reorganization of the Shipping Industry, MOL (Mitsui O.S.K. Lines) was founded in 1964, following the merger of Osaka Shosen Kaisha (OSK) founded in 1878 and Mitsui Steamship Co., Ltd. founded in 1942, formerly Mitsui Line. Mitsui O.S.K lines, a multi-model transportation company, meets the needs of the period in a wide range of fields, including dry bulkers such as iron ore carriers, coal carriers, wood ship carriers, tankers that transports crude oil, LNG that transports liquefied natural gas, gas carriers, and container ships that carry a wide range of goods. MOL's dry bulker fleet, the world's largest, provides versatile, dependable service with a wide range of specialised carriers built to meet the particular characteristics of various cargoes and loading and discharging port conditions. The company also has a diverse fleet of flexible bulkers ranging in size from small to large, capable of meeting a wide variety of trades and offering high-quality transportation services all over the world. On March 30, 2021, Enviva, a global energy corporation specialised in renewable wood bioenergy, a Mitsui O.S.K. Lines (MOL), a leading global marine transport company, have announced the signing of a memorandum of understanding (MoU) to build and deploy an environmentally friendly bulk carrier. The agreement aims to reduce greenhouse gas ("GHG") emissions from sustainable wood pellet transportation over water.

Mitsui O.S.K Lines' Unique Selling Proposition or USP lies in it being one of the world's largest and most varied fleet of vessels, from containerships to tramp vessels and specialized carriers. Mitsui O.S.K Lines' mission statement reads, "strive to maximize corporate value through creativity, operating efficiency and promotion of ethical and transparent management. Nurture and protect the natural environment by maintaining the highest standards of operational safety and navigation".

Revenue :

¥1,155,404 (millions of Yen) - FY ending 31st March 2020 (y-o-y growth -6.4%)

¥1,234,077 (millions of Yen) - FY ending 31st March 2019



SWOT Analysis :

The SWOT Analysis for Mitsui O.S.K. Lines is given below:

Strengths	Weaknesses
1.Strong history and experience track record	1. Public image and reputation damaged after
2.Widely distributed network with presence in	2020 Mauritius oil spill
120+ cities in 27 countries.	2.Barring a small resurgence in 2018, revenues
3.Strategic mergers of subsidiaries help	have been declining since 2015
seamless service provision.	
4.Has the largest dry bulker fleet in the world,	
contributing to market domination.	
Opportunities	Threats
1.Collaboration with Bombora Wave Power	1.Huge drop in cargo business due to
opens up avenues for offshore energy	
opens up avenues for orishore energy	COVID-19.
production	COVID-19. 2.Decreasing demand for fossil fuels will harm
production	2.Decreasing demand for fossil fuels will harm
production 2.Establishment of MOL Plus, a venture capital	2.Decreasing demand for fossil fuels will harm energy transport business.
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production 2.Establishment of MOL Plus, a venture capital fund, will secure ownership in up-and-coming 3.Issuance of hybrid bonds may strengthen the	2.Decreasing demand for fossil fuels will harm energy transport business.3.Protectionist policies threaten global demand for cargo transport.
production 2.Establishment of MOL Plus, a venture capital fund, will secure ownership in up-and-coming 3.Issuance of hybrid bonds may strengthen the financial standing and aid market expansion.	 2.Decreasing demand for fossil fuels will harm energy transport business. 3.Protectionist policies threaten global demand for cargo transport. 4.US \u2013 China trade war reduces business



PESTLE Analysis :

The PESTLE Analysis for Mitsui O.S.K. Lines is given below:

Political	Economical
1.Protectionism policies by multiple	1.Global trade adversely affected due to COVID
governments will affect frequency of trade.	\u2013 19.
2.US $\u2013$ China trade war impacts the	2.Dollar-yen exchange rate fluctuation may
shipping industry negatively.	affect income.
3.Biden administration's policies likely to	3.Increase in dry bulk transport demand in
affect maritime trade	India and South-East Asia.
Social	Technological
1.Social consciousness towards green fuel is	1.The regulations introduced by the
reducing fossil fuel demand.	International Maritime Organisation (IMO) will
2.Japan's declining birth rate and aging	impact the operations and cost structure of the
population has decreased domestic fossil fuel	ships","
demand.	
Legal	Environmental
1.Global environmental policies (like the Kyoto	1.
protocol and Paris Agreement) increasingly	
mandate GHG emission reduction	
2.Focus on environmental and emission-free	
businesses	
"]]	

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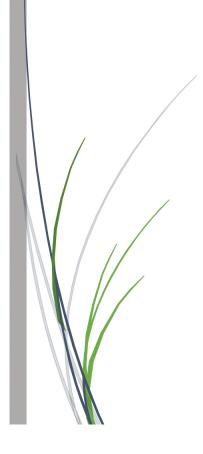


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