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## SEGA SAMMY HOLDINGS INC. SWOT & PESTLE ANALYSIS

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**Company Name :** Sega Sammy Holdings Inc.

**Company Sector :** Gaming, Entertainment Industry

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

**About the Company :**

Sega Sammy Holding Inc. is a Japanese multinational company which is a provider of video games and entertainment services. It was established on 1st October 2004 born out of a merger between Sega and Sammy Corporation. Headquartered in Tokyo, Japan, the company focuses on Pachislot and Pachinko machines, digital games, amusement park, resorts, animation and toys. The company designs games with multi device compatibility such as mobile phones, amusement machines, consoles, and personal computers. The company has its presence in Asia, Europe and North America, and it was noted that it had approximately 8,798 full time employees as of early 2023. In late 2022, Sega Sammy announced that it will start selling NFTs “related to its classic IP” and has also announced a partnership with Double Jump, Tokyo, which is a local Japanese game company.

Sega Sammy Holding Inc.’s unique selling proposition lies in being the leading provider of video games and entertainment content services across the world. Sega Sammy Holding Inc.’s mission statement reads, “We want to captivate people around the globe by providing entirely novel, moving experiences. We want to inspire optimism in people and invigorate society. Together as a group, we dedicate ourselves to continuously fulfilling a valued role in society through entertainment.”

**Revenue :**

¥320.0 billion – FY ending 31st March 2022

¥277.7 billion – FY ending 31st March 2021

## SWOT Analysis :

The SWOT Analysis for Sega Sammy Holdings Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Diversified portfolio of products</li> <li>2.Recognized with the highest "Gold" rating in the PRIDE Index</li> <li>3.Largest hit making company in the gaming industry of Japan</li> </ul>	<ul style="list-style-type: none"> <li>1.Dependency on the Pachislot and Pachinko Machine Business</li> <li>2.Shorter life cycle of Pachislot and pachinko machines</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.With the advent of digitalization, rise in the demand for PC and home video games has increased</li> <li>2.Implemented initiatives to enter into the Integrated Resorts (IR) Business</li> <li>3.Expansion into global market</li> <li>4.Adapt to new Augmented-Reality technology</li> <li>5.Increase the value of Sega Sammy's intellectual property (IP).</li> </ul>	<ul style="list-style-type: none"> <li>1.Highly competitive Digital game software market in entertainment content business</li> <li>2.Apple and Google can cause hinderance in the smooth running of Sonic Run</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Sega Sammy Holdings Inc. is given below:

Political	Economical
1.Guidelines issued for addressing addiction in Pachinko and Pachislot Industry	1.Fluctuating foreign exchange rate
Social	Technological
1.Aging population of Japan and lower birth rate 2.Changes in the market condition of the gaming industry 3.Excessive gaming by minors leading to mental disorder	1.The new wave of Augmented reality and Virtual reality in the gaming industry
Legal	Environmental
1.Need to ensure high standard of compliance to maintain the licenses received 2.Law and regulations related to privacy or credit of customers	1.Promoting Reuse across the value chain and improve profitability 2.Switching to completely recyclable packaging and implementing emission control.

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