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## KEYENCE CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** Keyence Corporation

**Company Sector :** Automation, Industrial Automation

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

**About the Company :** Keyence Corporation is a Japanese direct sales organization that designs and manufactures automation sensors, vision systems, barcode readers, laser markers, measuring instruments, and digital microscopes. The company is headquartered in Osaka, Japan and it was established by Takemitsu Takizaki in 1974. While Keyence is a manufacturer, it is fables (fabrication-less) in that it focuses solely on product design and production rather than manufacturing the finished goods. Keyence's products are used in several sectors, including electronics, semiconductors, automobiles, food and packaging, biotechnology, and pharmaceuticals, for manufacturing and testing. The company offers a wide variety of products, including photoelectric sensors and proximity sensors, as well as inspection line measuring instruments and high-precision microscopes for research institutes. More than 200,000 consumers use these items all over the world. Keyence ships from warehouses in Japan, the United States (Chicago), the United Kingdom, Canada, Germany, Italy, France, Thailand, Malaysia, Singapore, and South Korea, as well as 148 agents in 31 countries. In March 2021, the company announced the release of its latest device, the 'Handheld DPM Code Reader SR-G100 Series,' which has remote monitoring capability and improves inspection efficiency and quality.

Keyence Corporation's Unique Selling Proposition or USP lies in being the global leader in the production and manufacture of factory automation equipment, having been placed among the top 100 on Forbes' list of the World's Most Innovative Companies for the past eight years and being named one of Boston Consulting Group's "Top 50 Value Creators" for the past six years. Keyence Corporation's mission statement reads, "We strive to develop innovative and reliable products to meet the needs of our customers in every manufacturing industry. In addition to our world-class products, KEYENCE offers a full range of services to further assist our customers".

**Revenue :**

JPY 551,843 million - FY ending 31st March 2020

JPY 587,095 million - FY ending 31st March 2019

## SWOT Analysis :

The SWOT Analysis for Keyence Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.70% products featuring in world's first or industry's first technology.</li> <li>2.Leading player in factory automation with a global network of 250000+ clients</li> <li>3.Consistently growing sales of over \$5 billion and an annual growth rate of over 20% in the last decade</li> <li>4.Top 100 most innovative companies in the world as per Forbes 2011-2018 list</li> </ul>	<ul style="list-style-type: none"> <li>1.Key industrial markets like auto and machine tools experiencing weak growth.</li> <li>2.Harmful chemical substances are released as a part of their manufacturing process.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Industrial trend towards adoption of Industrial Internet of Things (IIoT), automation</li> <li>2.Remote operations becoming the new normal</li> </ul>	<ul style="list-style-type: none"> <li>1.Unfavorable change in legal norms and standards in international markets.</li> <li>2.Natural disasters in their operating markets will negatively impact their supply chain.</li> <li>3.Implementation of automation has a negative effect on the employment growth in emerging economies</li> <li>4.Cybersecurity threats in the manufacturing sector</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Keyence Corporation is given below:

Political	Economical
1. Japan Government to promote development of innovative technologies for carbon neutrality 2. Japan aiming to develop "free, fair and high-level trade rules" to make progress and reinforce ties with emerging economies	1. Faster economic growth in the long run due to automation 2. Japanese firms optimistic about business state because of stable market environment and exchange rates.
Social	Technological
1. Public sentiment towards restricting automation to jobs that are dangerous for humans. 2. Japan and Europe's shrinking working population due to aging will lead to investment in automation	1. Importance of automation in inspection of products 2. Businesses embracing automation to mitigate risks 3. Global sensor market to see growth in the upcoming years
Legal	Environmental
1. Varying legislations for industrial safety from country to country	1. Reducing the environmental impact through its products 2. Emerging technologies offer the potential to reduce emissions but needs to be managed effectively

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