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NACHI-FUJIKOSHI CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Nachi-Fujikoshi Corporation

Company Sector : Industrial Machinery

Operating Geography : Japan, Asia, Global

About the Company : Nachi-Fujikoshi Corporation is a Japanese manufacturer of industrial robots, machining equipment and systems, and computer parts. The company is headquartered in Toyama, Japan. In 1928, Kohki Imura founded FUJIKOSHI STEEL INDUSTRY CO., LTD. The Emperor's ship was given the name NACHI, which was later adopted as a trademark. As the only comprehensive manufacturer in Japan that combines cutting equipment, machine tools, materials, heat treatment, and coating technology, NACHI-FUJIKOSHI realises high-speed effective machining and makes all processes in compliance with the environment through an extensive product lineup. The Company supplies robots for arc welding, painting, handling, and automation in the robotics sector, based on its significant domestic achievements in spot welding. The materials company of the NACHI Group is focused on high-speed tool steel and offers precision machining materials for a variety of industries including machines, blades, vehicles, electronics, and communication. The Group also looks into the fields of industrial furnaces and coatings, as well as using advanced material and thermo-technology to offer higher-quality goods to customers. In March 2021, the company launched SCARA robots "EC06" and compact robots "MZ12H" to the market, to promote the merger of robots and boost user convenience, the "EC06" uses a set of control devices close to those used in the "MZ series."

Nachi-Fujikoshi Corporation's Unique Selling Point or USP is that it contributes to the growth of manufacturing by exploiting its resources. As a full-service machinery manufacturer, the organisation has the capabilities and technology to provide a broad range of services to customers in sectors such as automobile, industrial machinery, energy, and infrastructure. Nachi-Fujikoshi's vision statement reads, "Challenging growth in business to fulfil aspirations as a manufacturing company".

Revenue :

JPY 201,055 million - FY ending 31st November 2020 (y-o-y growth -19.28%)

JPY 249,077 million - FY ending 31st November 2019

SWOT Analysis :

The SWOT Analysis for Nachi-Fujikoshi Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Specialized manufacturing operations in machining equipment 2.Large network of suppliers and distributors worldwide 3.Fully automated production lines for compact robots 4.Large portfolio of product offerings 	<ul style="list-style-type: none"> 1.Facing multiple lawsuits and assets seizures
Opportunities	Threats
<ul style="list-style-type: none"> 1.Industrial robotics and collaborative robot market expected to see huge growth by 2026 2.Companies are looking to implement cheaper robots with low operating costs 3.Growing electric car market creates demand for ball bearings 4.Demand for automation to adjust for decline in the labor 	<ul style="list-style-type: none"> 1.Electric machinery raw material shortage is affecting production lines 2.Machinery tools demand and sales is on decline during pandemic 3.China's rising presence in global robotics market

PESTLE Analysis :

The PESTLE Analysis for Nachi-Fujikoshi Corporation is given below:

Political	Economical
1.Trade conflict results in industry reversing offshoring supply chain 2.Deteriorating relations between japan and South Korea are hurting businesses	1.Japanese government provides monetary assistance for machinery tool industry revival
Social	Technological
1.Japan's growing concerns over ageing and shrinking workforce 2.Robotic devices see rise in solving social issues in pandemic	1.IoT and AI is shaping machinery tools industry
Legal	Environmental
1.Government proposes common standard for robots in the workplace and shop environment 2.Japan has amended copyright act and added regulations for future use of AI	1.Leading eco-friendly robotic products with reduced CO2 emission 2.Focused on reduction of hazardous chemicals waste

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Client Support:
support@swotandpestle.com