

---

# S&P TEST

SWOT & PESTLE.com

---

## TADANO LTD. SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email [support@swotandpestle.com](mailto:support@swotandpestle.com).

**Company Name :** Tadano Ltd.

**Company Sector :** Construction Equipment Manufacturer

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

**About the Company :**

Tadano is a company based in Takamatsu, Japan that primarily manufactures and sells construction machinery. The company's founder, Masuo Tadano, launched his work as a steel fabricator in Fujitsuka-Cho, Takamatsu, Japan, in 1919. He formed TADANO Ltd. In 1948 and established the first cargo handling equipment production plant; throughout the years, the company expanded its manufacture to encompass a variety of industrial equipment. The Company operates in three geographical segments: Japan, Europe, and the Americas. Construction cranes are manufactured and sold by the company. Terrain cranes, truck cranes, aerial platforms, telescopic boom crawler cranes, loader cranes, boom truck cranes, rough terrain cranes, cargo cranes, vehicle-hauling cranes, and special purpose vehicles are among the company's products. The company also offers after-sales and repair services. In addition, the company sells industrial components, vintage automobiles, and lifters, among other things. Tadano in 2022 announced that is engaging in R&D for artificial intelligence (AI) systems for future lifting needs.

Tadano's USP is that it is the leading and largest crane and aerial work platform producer in Japan, and one of the world's largest crane manufacturers. The mission statement of the company reads, "At Tadano, we believe that high-quality lifting equipment can contribute to a better society and the prosperity of our customers, and we aim to maximize our corporate value while meeting the expectations of every stakeholder. Simply stated, we are pursuing further excellence for the world and the future".

**Revenue :**

Yen 205,661 million - FY ending 31st March 2022 (y-o-y growth 2%)

Yen 186,040 million - FY ending 31st March 2021

**SWOT Analysis :**

The SWOT Analysis for Tadano Ltd. is given below:

Strengths	Weaknesses
<p>1.Expanded operations in many new countries within past 2 to 3 years through acquisitions and new centers.</p> <p>2.Enhancing a strong product portfolio through new product launch.</p> <p>3.Technological innovation with many core technologies and increased investment in R&amp;D.</p> <p>4.Strong network of customer service centers in Japan</p>	<p>1.Weak distribution network outside Japan</p> <p>2.The company's interest-bearing debt has increased drastically while revenue has fallen.</p> <p>3.Operating margin of the company has been affected and has reduced significantly.</p>
Opportunities	Threats
<p>1.Increase the sales and operations in countries outside Japan and become the global leader in lifting equipment industry.</p> <p>2.Digital transformation can help the company in shifting from lifting equipment manufacturer to lifting solution provider.</p> <p>3.Expanding R&amp;D operations through partnerships and investment.</p>	<p>1.Global supply chain disruptions can affect the business overseas</p> <p>2.Global semiconductor shortages can affect the production</p>

## PESTLE Analysis :

The PESTLE Analysis for Tadano Ltd. is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1. Japanese firms are halting their operations in Russia due to Ukraine- Russia war.</li> <li>2. Ukraine-Russia war is building pressure on the global supply chain.</li> <li>3. Stimulus packages have been released by government of many countries to develop public and clean energy infrastructures in response to covid-19.</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1. Inflation in major economies is affecting the prices of metals and commodities.</li> <li>2. An economic slowdown is being forecasted for Japan backed by falling Yen.</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1. Japan's workforce is shrinking due to lower birth rates.</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1. Digital transformation strategy is being adopted by manufacturing industries to become complete solution providers.</li> <li>2. IOT and AI are being integrated into cranes to transform them into smart cranes</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1. Many countries are implementing new regulations related to the industrial pollution</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1. Japan is investing heavily in wind energy infrastructure to meet its 2030 renewable energy target</li> <li>2. Focus on reducing carbon footprint of customers by building environmentally friendly products</li> </ol>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Tadano Ltd.** SWOT & PESTLE Analysis is a paid report at **27 U.S.D.**

**Buy Now**

\* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."

**S&P**

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

# Copyright Notice

The information provided in the SWOT and PESTLE research reports on [www.swotandpestle.com](http://www.swotandpestle.com) are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:  
[support@swotandpestle.com](mailto:support@swotandpestle.com)