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FUJIFILM HOLDINGS CORPORATION SWOT & PESTLE ANALYSIS

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Company Name : Fujifilm Holdings Corporation

Company Sector : Consumer Electronics, Document solutions, Digital & Medical imaging, Cosmetics, Photographic Equipment & Supplies

Operating Geography : Japan, Asia

About the Company :

Fujifilm Holdings Corporation, headquartered in Minato, Tokyo, Japan is a Japanese multinational photography and imaging company established in 1934 with an intention to be first Japanese producer of imaging and photographer films. Fuji, as it is commonly known is now a conglomerate serving customers in various industries from document solutions, imaging, and information solutions. Its products and services include digital photo cameras, medical imaging systems, graphic arts systems, flat panel display materials, recording media and office equipment and related services. It also sells printing equipment through its alliance with Xerox, Fuji Xerox.

Its key business segments are divided under: Imaging Solutions, Information Solutions, and Document Solutions. The Imaging Solutions sector oversees photo imaging ranging from photo taking to printing, optical device and electronic imaging. The Information Solutions business handles healthcare through medical systems, pharmaceuticals, regenerative medicine and life sciences' business developments; graphic arts; flat panel display (FPD) materials; recording media, industrial products and electronic materials. The Document Solutions sector overlooks office products, printers, and document outsourcing and production services. It has around 80,067 employees working in 277 Group Companies around the world as of Dec 2017.

Fujifilm Holdings USP or unique selling proposition is in being the leading provider of printing and information solutions and being highly innovative to churn out the next generation technology products through strategic partnerships. Fuji Xerox's mission statement reads " To help people find better ways to do great work -- by constantly leading in document technologies, products and services that improve our customers' work processes and business results." Fuji Groups mission is "to significantly contribute to the realization of a society in which all people across the world can lead lives that are abundant in spiritual as well as material wealth with a sense of fulfillment and satisfaction." Fujifilm group's vision is "Anchored by an open, fair and clear corporate culture and with leading-edge, proprietary technologies, Fujifilm is determined to remain a leading company by boldly taking up the challenge of developing new products and creating new value"

Revenue : ¥2,322,163 million – FY March 2017

SWOT Analysis :

The SWOT Analysis for Fujifilm Holdings Corporation is given below:

Strengths	Weaknesses
1.Partnership with Xerox group 2.Strong Leadership 3.Increasing operating efficiency 4.Strong focus on R&D and innovation 5.Strong Financial Performance and Strategy	1.Drug manufacturing business still in the uncertainty realm 2.Quality control issues in production
Opportunities	Threats
1.Expansion in Emerging Markets 2.Foraying deeper into the Healthcare sector 3.Capitalizing on rapid growth in Document Imaging Solutions 4.Improving capital efficiency	1.Digitization and Changing Technologies 2.Slow growth in Information Solutions Segment 3.Dependence on Currency Rates

PESTLE Analysis :

The PESTLE Analysis for Fujifilm Holdings Corporation is given below:

Political	Economical
1.Impact of Brexit effect	1.Slowdown in the various economy
Social	Technological
1.Changing dynamics and digitization 2.Exponentially increasing need for data storage.	1.Automation and Big data analytics 2.Leveraging technology for business restructuring
Legal	Environmental
1.Changes in tax laws and regulations 2.Patents and Intellectual Property	1.Promoting the concept of RealGreen \u2013 Real Energy efficiency 2.Undertaking initiatives for improved living 3.Natural disasters impacting manufacturing operations

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