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NIPPON YUSEN KABUSHIKI KAISHA (NYK LINE) SWOT & PESTLE ANALYSIS

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Company Name : NIPPON YUSEN KABUSHIKI KAISHA (NYK LINE)

Company Sector : Global Logistics and Shipping Industry

Operating Geography : Chiyoda, Japan, Global

About the Company : NYK Line is a Japanese firm and a renowned name in the Global Shipping and logistics market. NYK offers bulk shipping and international logistics services. The total fleet includes about 800 vessels ranging from woodchip carriers, container vessels, car carriers, LNG carriers and reefer vessels. The total employee headcount stands at about 50,000, as of 2017. The company's inception dates back to the late 80's when two of the biggest shipping companies of the day, Yubin Kisen Mitsubishi Kaisha and Kyodo Unyu Kaisha decided to merge on September 29 of 1885 to form Nippon Yusen Kaisha (NYK). The first fleet of the newly renamed NYK Line Group comprised of 58 steamships.

NYK Group mission statement reads "Bringing value to life." For its customers, the Company's mission is stated as "Through the use of our extensive skill and expertise and by considering each business site to be of utmost importance, we always work to create new value so that our customers will consider us a trusted and reliable partner."

Revenue :

¥1,923,881 million or \$17.148 million - FY ending 31st March 2017 (y-o-y (negative) -15.33%)

¥2,272,315 million - FY ending 31st March 2016

SWOT Analysis :

The SWOT Analysis for NIPPON YUSEN KABUSHIKI KAISHA (NYK LINE) is given below:

Strengths	Weaknesses
1. Innovative DNA 2. FPSO operations 3. LNG fuel Promotion 4. Comprehensive automobile Logistics	1. Market risk exposure 2. Fall in Dry bulk and container shipping profits
Opportunities	Threats
1. Customer's mindset of transport sector 2. NYK Super Eco Ship 2030 3. Technological Advancements revolutionizing Logistics 4. Stability of freight-rates 5. Reformation of container shipping	1. High Capex Costs 2. Overcapacity and Diminished Demand 3. Intense Competition

PESTLE Analysis :

The PESTLE Analysis for NIPPON YUSEN KABUSHIKI KAISHA (NYK LINE) is given below:

Political	Economical
1.European Commission's decision on Car Carriage	1.Dividend reverse stock split 2.Market recession in FY 2016
Social	Technological
1.Value-driven company 2.Delegation of Authority to employees 3.White 500 Company	1.Methanol-fuelled Chemical tankers 2.Vessel Optimization using Big Data 3.Digitization and Green technology
Legal	Environmental
1.SOx global cap regulation 2.Integration of Container Shipping business	1.LNG Switchover Promotion 2.Fuel efficient Vessels 3.Employ maritime Technologies for Expansion 4.Safety Awareness Campaigns 5.Reduced toxic emissions and effluents

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