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## LIXIL GROUP CORPORATION SWOT & PESTLE ANALYSIS

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**Company Name :** Lixil Group Corporation

**Company Sector :** Housing and Building

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

**About the Company :**

LIXIL Group Corporation, previously known as JS Group Corporation, is a supplier of housing and building materials. The group offers an array of products and services for living environments, lifestyles, and surroundings. LIXIL primarily operates in Japan. It is headquartered in Tokyo, Japan. It is present in over 150 countries with more than 70,000 employees worldwide as of 2020 and nearly 1 billion people use its products every day. In the year 2011, the housing and building industry witnessed the merger of Tostem, INAX, Shin Nikkei, SUNWAVE, and Toyo Exterior to form LIXIL, a global leader in the industry. The amalgamation led to achieving business synergies, establishing a powerful foundation for sustainable growth, and opening the way to delivering a comprehensive lineup of products that cover all aspects of living spaces. Combining "LI" from the words "LIVING" and "LIFE", the brand name LIXIL was originated.

The group's mission is "to make a better home a reality for everyone, everywhere."

**Revenue :**

¥ 1,694.4 billion – FY ending 31st March 2020 (y-o-y growth of (negative) -8.2%)

¥ 1,832.6 billion – FY ending 31st March 2019

**SWOT Analysis :**

The SWOT Analysis for Lixil Group Corporation is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong Financial Performance strengthening the brand's global position</li> <li>2.Innovative products through design &amp; technology</li> <li>3.Market leader in building materials and housing equipment industry globally</li> <li>4.Powerful portfolio of products spanning all market segments from luxury to basic</li> <li>5.Unrivalled Portfolio of industry-leading Brands</li> </ul>	<ul style="list-style-type: none"> <li>1.Clashes in decision making due to overlapping authorities</li> <li>2.Difficulty in developing differentiated products</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Utilizing Digital Technology in product development</li> <li>2.Remodelling Japan's housing market</li> <li>3.Leveraging growth of Internet of things</li> <li>4.Growing demand for new health and hygiene-related products due to COVID-19</li> <li>5.Demand for differentiated products due to urbanization, population growth and rising income levels across markets</li> </ul>	<ul style="list-style-type: none"> <li>1.Competition threat from non-traditional competitors</li> <li>2.Pricing pressure due to cut-throat competition in the oligopolistic market</li> <li>3.Lixil's automatic luxury toilets exposed to cybersecurity risks</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Lixil Group Corporation is given below:

<p style="text-align: center;"><b>Political</b></p> <ol style="list-style-type: none"> <li>1.Trade protectionist policies of US administration</li> </ol>	<p style="text-align: center;"><b>Economical</b></p> <ol style="list-style-type: none"> <li>1.Fluctuations in Exchange and interest Rate</li> <li>2.Changes in economic environment</li> <li>3.Economic deterioration and sluggishness due to the impact of COVID-19</li> </ol>
<p style="text-align: center;"><b>Social</b></p> <ol style="list-style-type: none"> <li>1.Distinct labor practices across operating geographies</li> <li>2.Promoting employee retention and cultivation of talent</li> <li>3.Growing population and increasing level of disposable income</li> </ol>	<p style="text-align: center;"><b>Technological</b></p> <ol style="list-style-type: none"> <li>1.Leveraging innovative technologies such as Internet of Things (IoT) in products driving demand</li> <li>2.E-commerce and digitization driving growth across business segments</li> </ol>
<p style="text-align: center;"><b>Legal</b></p> <ol style="list-style-type: none"> <li>1.Constantly wavering official regulations</li> <li>2.Direct and Indirect Costs Associated with Product Liability and Compensation Claims</li> <li>3.Lawsuits and other legal proceedings</li> </ol>	<p style="text-align: center;"><b>Environmental</b></p> <ol style="list-style-type: none"> <li>1.Increased consumer environmental awareness driving demand for sustainable products</li> <li>2.Actionable steps to address climate change within the value chain</li> </ol>

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