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mitsui o.s.k. lines swot & pestle analysis

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Company Name : Mitsui O.S.K. Lines

Company Sector : Logistics, Shipping

Operating Geography : Japan, Asia, Global

About the Company : Mitsui O.S.K. Lines, headquartered in Toranomon, Minato, Tokyo, is a Japanese transportation company. Under the Legislation Concerning the Reconstruction and Reorganization of the Shipping Industry, MOL (Mitsui O.S.K. Lines) was founded in 1964, following the merger of Osaka Shosen Kaisha (OSK) founded in 1878 and Mitsui Steamship Co., Ltd. founded in 1942, formerly Mitsui Line. Mitsui O.S.K lines, a multi-model transportation company, meets the needs of the period in a wide range of fields, including dry bulkers such as iron ore carriers, coal carriers, wood ship carriers, tankers that transports crude oil, LNG that transports liquefied natural gas, gas carriers, and container ships that carry a wide range of goods. MOL's dry bulker fleet, the world's largest, provides versatile, dependable service with a wide range of specialised carriers built to meet the particular characteristics of various cargoes and loading and discharging port conditions. The company also has a diverse fleet of flexible bulkers ranging in size from small to large, capable of meeting a wide variety of trades and offering high-quality transportation services all over the world. On March 30, 2021, Enviva, a global energy corporation specialised in renewable wood bioenergy, a Mitsui O.S.K. Lines (MOL), a leading global marine transport company, have announced the signing of a memorandum of understanding (MoU) to build and deploy an environmentally friendly bulk carrier. The agreement aims to reduce greenhouse gas ("GHG") emissions from sustainable wood pellet transportation over water.

Mitsui O.S.K Lines' Unique Selling Proposition or USP lies in it being one of the world's largest and most varied fleet of vessels, from containerships to tramp vessels and specialized carriers. Mitsui O.S.K Lines' mission statement reads, "strive to maximize corporate value through creativity, operating efficiency and promotion of ethical and transparent management. Nurture and protect the natural environment by maintaining the highest standards of operational safety

and navigation".

Revenue :

¥1,155,404 (millions of Yen) - FY ending 31st March 2020 (y-o-y growth -6.4%)

¥1,234,077 (millions of Yen) - FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for Mitsui O.S.K. Lines is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Strong history and experience track record 2.Widely distributed network with presence in 120+ cities in 27 countries. 3.Strategic mergers of subsidiaries help seamless service provision. 4.Has the largest dry bulker fleet in the world, contributing to market domination. 	<ol style="list-style-type: none"> 1. Public image and reputation damaged after 2020 Mauritius oil spill 2.Barring a small resurgence in 2018, revenues have been declining since 2015
Opportunities	Threats
<ol style="list-style-type: none"> 1.Collaboration with Bombora Wave Power opens up avenues for offshore energy production 2.Establishment of MOL Plus, a venture capital fund, will secure ownership in up-and-coming 3.Issuance of hybrid bonds may strengthen the financial standing and aid market expansion. 4.Increase in dry bulk/ cargo transport demand in India, China and South-East Asia presents scope for expansion 	<ol style="list-style-type: none"> 1.Huge drop in cargo business due to COVID-19. 2.Decreasing demand for fossil fuels will harm energy transport business. 3.Protectionist policies threaten global demand for cargo transport. 4.US \u2013 China trade war reduces business for dry bulk transport.

PESTLE Analysis :

The PESTLE Analysis for Mitsui O.S.K. Lines is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Protectionism policies by multiple governments will affect frequency of trade. 2. US \u2013 China trade war impacts the shipping industry negatively. 3. Biden administration's policies likely to affect maritime trade 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Global trade adversely affected due to COVID \u2013 19. 2. Dollar-yen exchange rate fluctuation may affect income. 3. Increase in dry bulk transport demand in India and South-East Asia.
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Social consciousness towards green fuel is reducing fossil fuel demand. 2. Japan's declining birth rate and aging population has decreased domestic fossil fuel demand. 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. The regulations introduced by the International Maritime Organisation (IMO) will impact the operations and cost structure of the ships",
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Global environmental policies (like the Kyoto protocol and Paris Agreement) increasingly mandate GHG emission reduction 2. Focus on environmental and emission-free businesses <p>"]]</p>	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.

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