



The Mitsubishi Group

Mitsubishi is a private conglomerate Industry established in 1870, 149 years ago. It was founded by Iwasaki Yataro. It's headquarter is in Tokyo, Japan. It provides products as mining, shipbuilding, telecom, financial services, insurance, electronics, automotive, construction, heavy industries, oil and gas, real estate, foods and beverages, chemicals, steel, aviation and others. It's revenue is US\$ 542 billion and profit upto US\$ 7.2 billion. It consists of 350,000 number of employees.



It is an integrated company that develops and operates businesses across industry including industrial finance, energy, metals, machinery, chemicals, living essentials, and environmental business. The company manufactures and markets a wide range of products, including energy, metals, machinery, chemicals and living essentials through its domestic and overseas network. It is also involved in diverse businesses by investing in areas such as natural resources development and infrastructure, and engaged in finance businesses. Mitsubishi also creates new business models in the fields of new energy and the environment, and new technology-related businesses. It has operations in regions across Japan, North America, Latin America, Europe, Africa, Middle East, Asia and Oceania. Mitsubishi is headquartered in Tokyo, Japan.

SWOT analysis of Mitsubishi corporation

“Swot is an acronym for the internal strengths and weaknesses of a firm and the environmental opportunities and threats facing that firm. Swot analysis is a widely used technique through which managers create a quick overview of a company’s strategic situation. The technique is based on the assumption that an effective strategy derives from a sound “fit” between a firm’s internal resources (strengths and weaknesses) and its external situation (opportunities and threats). A good fit maximizes a firm’s strengths and opportunities and minimizes its weaknesses and threats. Accurately applied, this simple assumption has powerful implications for the design of a successful strategy.”

Strengths;

****Diversified product portfolio and well balanced revenue streams.***

**** Strong global presence and strong focus on research and development***

Weaknesses;

****Fluctuating margins and cash flows.***

****Overdependence on the Japanese market.***

Opportunities;

****Positive outlook for the global oil and gas sector.***

****Growing Asia-Pacific speciality chemicals market.***

****Strong growth in global electricity market.***

****Accelerating global textile market.***

Threats;

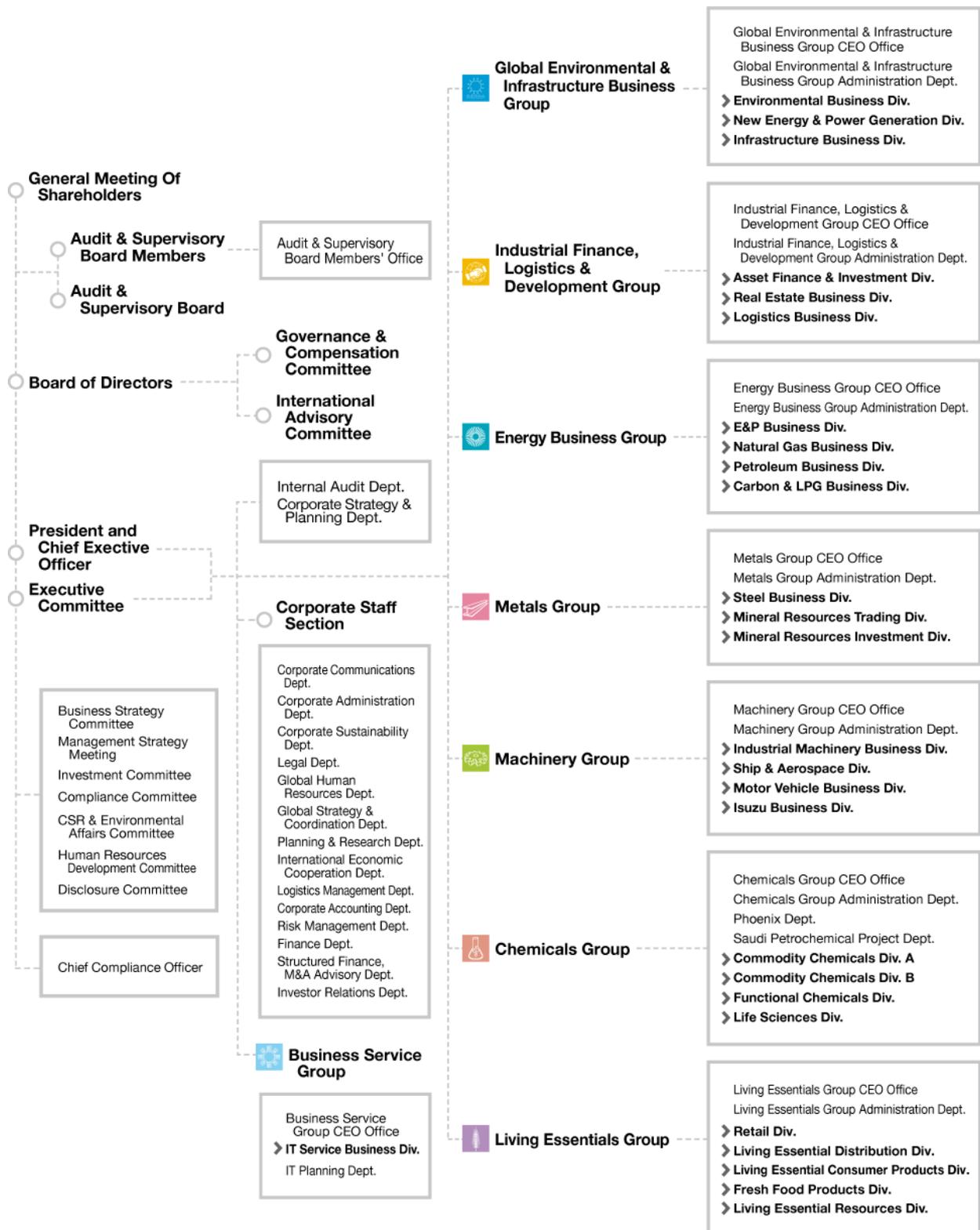
****Slowdown of the global economy.***

****Environmental regulations.***

****Price volatility in petroleum markets.***

The internal factors may be viewed as strengths or weaknesses depending upon their impact on the organization's objectives. What may represent strengths with respect to one objective may be weaknesses for another objective. The factors may include all of the 4P's; as well as personnel, finance, manufacturing capabilities, and so on. The external factors may include macroeconomic matters, technological change, legislation, and socio-cultural changes, as well as changes in the marketplace or competitive position. The results are often presented in the form of a matrix.

Organisational structure(derived from www.mitsubishicorp.in)



Recently Mitsubishi group is working on these projects as Tokyo Electric Power Company, Incorporated, Mitsubishi Heavy Industries, Ltd., Mitsubishi Corporation, Mitsubishi Electric Corporation, Joban Joint Power Co., Ltd., today concluded a letter of intent to

promote the development of the world's most advanced coal-fired thermal power plants in Fukushima. The project is currently being undertaken by TEPCO as part of its contribution to revitalization in the prefecture.

The project was launched with the aim of creating an industrial base and opening up job opportunities in Fukushima as part of moves to support local economic recovery. The project will, at the same time, be a global leader in next-generation clean coal technology through the introduction of the integrated coal gasification combined-cycle in plant operations.

The project aims to construct and operate two 540 MW class IGCC facilities in Fukushima: one at TEPCO's Hirono Thermal Power Station. It has been working in the mechanical engineering field for last many decades. It is the big industry, which is working in Japan and it has complete automobile segment, which is included with sedans, hatchbacks and SUVs. It cares for their clients and prepares such car, which can give a thrill and comfort to the clients

Summary of the year ended march 2016

Revenue decreased 743.9 billion yen mainly due to the decline in oil prices.

Gross profit decreased 111.0 billion yen mainly due to lower earnings on transaction stemming from a downturn in resource-related market prices.

Selling general and administrative expenses remained nearly flat, to 1,016.0 billion yen.

Finance income decreased 81.8 billion yen due to lower dividend income from resource-related business investees.

Share of profit of investments accounted for using the equity method decreased 389.2 billion yen to a loss of 175.4 billion yen. Factors behind this decline included lower equity method earnings due to a downturn in resource-related market prices and impairment losses on resource-related assets.

As a result, profit for the year declined 550.0 billion yen, to a loss of 149.4 billion yen.

Isuzu and Mitsubishi Corporation Form a Marketing Joint Venture in Europe

Isuzu Motors Limited and Mitsubishi Corporation established Isuzu Automotive Europe to create a system that can further expand sales in Europe. The two companies plan to integrate the current marketing and sales-management functions into IAE to increase operational efficiency and strengthen the sales framework. IAE's initial capitalization is 2.4 million euro with Isuzu contributing 50% and Mitsubishi, 50%. Isuzu and Mitsubishi have jointly deployed distributors in Benelux, Spain, and Germany to set up sales channels. However, marketing and sales-management activities for these markets have been carried out independently by two different companies: Isuzu supplies light-duty trucks, and Isuzu Operations Thailand offers pickup trucks. With the integration of the sales channels for light-duty trucks and pickup trucks, the two companies will begin to outsource to IAE distributors management, market information collection, and new markets development. This integration will serve to enhance the sales structure and efficiency. Through this consolidation, Isuzu and Mitsubishi aim to double the sales of light-duty trucks and pickup trucks in the European market from the current level of 16,000 units to 32,000 units in three years. Company Name Isuzu Automotive Europe Representative Directors Naomichi Koyanagi , Iichi Mishima Established December 22, 2006 Location Frankfurt, Germany Capital 2.4 million euro Shareholders Isuzu: 50%, Mitsubishi: 50% Main Business Marketing of light-duty trucks and pickup trucks in Europe

Conclusion

Mitsubishi is a leading and popular car manufacturing company, which has great potential future, which is conditioned with their use of latest technology. People look for new and furnished models of the transport and they need to buy to meet their demand and also show the class of their companies and offices, in which they do job. The business people like to change their cars with the latest models and the companies has vast scope to introduce their newly manufactured cars in the market. The excellent advertising campaign can help to exhibit their vehicles and let them introduced with their potential clients. The company gives attentions over its core issues and maintains its quality works with the help of their professional staff and they can compete with their competitors, who are also working in the same market under the same working conditions.