

# Mitsubishi Motors Corp. Fundamental Company Report Including Financial, SWOT, Competitors and Industry Analysis

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## Abstracts

Mitsubishi Motors Corp. Fundamental Company Report provides a complete overview of the company's affairs. All available data is presented in a comprehensive and easily accessed format. The report includes financial and SWOT information, industry analysis, opinions, estimates, plus annual and quarterly forecasts made by stock market experts. The report also enables direct comparison to be made between Mitsubishi Motors Corp. and its competitors. This provides our Clients with a clear understanding of Mitsubishi Motors Corp. position in the [Automobile](#) Industry.

The report contains detailed information about Mitsubishi Motors Corp. that gives an unrivalled in-depth knowledge about internal business-environment of the company: data about the owners, senior executives, locations, subsidiaries, markets, products, and company history.

Another part of the report is a SWOT-analysis carried out for Mitsubishi Motors Corp.. It involves specifying the objective of the company's business and identifies the different factors that are favorable and unfavorable to achieving that objective. SWOT-analysis helps to understand company's strengths, weaknesses, opportunities, and possible threats against it.

The Mitsubishi Motors Corp. financial analysis covers the income statement and ratio trend-charts with balance sheets and cash flows presented on an annual and quarterly basis. The report outlines the main financial ratios pertaining to profitability, margin analysis, asset turnover, credit ratios, and company's long-

term solvency. This sort of company's information will assist and strengthen your company's decision-making processes.

In the part that describes Mitsubishi Motors Corp. competitors and the industry in whole, the information about company's financial ratios is compared to those of its competitors and to the industry. The unique analysis of the market and company's competitors along with detailed information about the internal and external factors affecting the relevant industry will help to manage your business environment. Your company's business and sales activities will be boosted by gaining an insight into your competitors' businesses.

Also the report provides relevant news, an analysis of PR-activity, and stock price movements. The latter are correlated with pertinent news and press releases, and annual and quarterly forecasts are given by a variety of experts and market research firms. Such information creates your awareness about principal trends of Mitsubishi Motors Corp. business.

### **About Mitsubishi Motors Corp.**

Mitsubishi Motors Corporation, together with its subsidiaries, engages in the development, production, and sale of passenger vehicles and automotive components worldwide. The company primarily manufactures and sells passenger cars and other transportation equipment. It also offers various financial services, including sales-finance products.

### **SEGMENTS**

The company operates its business in two business segments: Automobiles and Financial Services.

#### **Automobiles**

The company offers mini cars, sports utility vehicles, standard sized vehicles, trucks, luxury, and compacts. It launched a total of six new models on schedule during 2005: Eclipse in the United States; Triton (L200) one-ton pickup truck in Thailand; 380 sporty sedan in Australia; Zinger MPV in Taiwan; and, in Japan, the Outlander SUV and i minicar. Regional model releases in 2006 include the new Eclipse Spyder (U.S.), the Colt CZC cabriolet (Europe), and the new eK Wagon and Delica (Japan). In June 2006,

the company announced a joint development project with Mitsubishi Heavy Industries, Ltd. (MHI) to create 2-liter class diesel engines.

### Financial Services

The company's auto leasing, sales financing and related operations are operated through Mitsubishi Auto Credit-Lease Corporation (MCL) and U.S.-based Mitsubishi Motors Credit of America, Inc. (MMCA). MMC holds an equity interest in MCL, a domestic equity method affiliate. In March 2006, Mitsubishi Corporation, Diamond Lease Co., Ltd. and MMC reached a basic agreement concerning the strategic reorganization of MCL's automotive finance operations. The company shifted its U.S. financial services operations to a joint venture business between MMCA and Merrill Lynch & Co. in July 2005.

### Markets

The company operates in North America, primarily in the United States, Puerto Rico; in Europe primarily in The Netherlands, Italy, Germany; in Asia, primarily in Thailand, Malaysia, Taiwan; and in other markets, including Australia, New Zealand, and U.A.E.

### Strategic Alliances

The company has strategic alliances with Nissan Motors Co., Ltd. and PSA Peugeot Citroen.

On December 12, 2007, GS Yuasa Corporation, Mitsubishi Corp., and Mitsubishi Motors Corp. announced that they have set up a joint venture to develop, make and sell lithium-ion batteries for use in electric cars and for other applications. The new company, Lithium Energy Japan, is owned 51% by Gs Yuasa Power Supply Ltd., a wholly owned unit of GS Yuasa, 34% by Mitsubishi Corp. and 15% by Mitsubishi Motors.

In December 2007, Mitsubishi Corp. and Mitsubishi Motors Corp. have created a joint venture with GS Yuasa Corporation to accelerate the development and production of lithium-ion batteries.

Nissan Motor Co. Ltd., Mitsubishi Motors Corp., Fuji Heavy Industries Ltd. and Tokyo Electric Power Co. Inc. have joined to promote development of charging stations that allow electric vehicle batteries to be recharged quickly.

## Significant Events

In March 2008, Mitsubishi Motors Corp. has released the 2008 versions of Pajeroon in China.

The company and PSA Peugeot Citroen (France) have reached an agreement to build a car assembly plant together in the Kaluga region, southwest of Moscow.

On September 4, 2009, Mitsubishi Motors Corp. and PSA Peugeot Citroen signed a basic agreement to tie up on the development and supply of electric vehicles. Under the agreement, the two firms would develop an electric vehicle based on Mitsubishi's i-MiEV model for sale in Europe under the Peugeot and Citroen brands.

On October 6, 2009, Mitsubishi Motors Corp. and KAMAZ Inc. have signed an agreement to set up a joint venture to produce small trucks. The assembly of Canter trucks would be carried out in Russia.

## History

Mitsubishi Motors Corporation was founded in 1970.

The above Company Fundamental Report is a half-ready report and contents are subject to change.

It means that we have all necessary data in our database to prepare the report but need **2-3 days** to complete it. During this time we are also updating the report with respect to the current moment. So, you can get all the most recent data available for the same price. Please note that preparation of additional types of analyses requires extra time.

## Contents

RESEARCH METHODOLOGY

DISCLAIMER

### **1. MITSUBISHI MOTORS CORP. COMPANY PROFILE**

- 1.1. Key facts
- 1.2. Financial Performance
- 1.3. Key Executives
- 1.4. Ownership and Major Holders
- 1.5. Company History

### **2. MITSUBISHI MOTORS CORP. BUSINESS OVERVIEW**

- 2.1. Business Description
- 2.2. Major Products and Services
- 2.3. Markets and Sales Activities
- 2.4. Locations, Subsidiaries, Operating Units

### **3. MITSUBISHI MOTORS CORP. SWOT ANALYSIS**

- 3.1. Overview
- 3.2. Strengths
- 3.3. Weaknesses
- 3.4. Opportunities
- 3.5. Threats

### **4. MITSUBISHI MOTORS CORP. FINANCIAL ANALYSIS**

- 4.1. Financial Statements
  - 4.1.1. Income Statement
  - 4.1.2. Balance Sheet
  - 4.1.3. Cash Flow
- 4.2. Financial Ratios
  - 4.2.1. Profitability
  - 4.2.2. Margin Analysis

- 4.2.3. Asset Turnover
- 4.2.4. Credit Ratios
- 4.2.5. Long-Term Solvency
- 4.2.6. Growth Over Prior Year
- 4.2.7. Financial Ratios Charts
- 4.3. Stock Market Snapshot

## **5. MITSUBISHI MOTORS CORP. COMPETITORS AND INDUSTRY ANALYSIS**

- 5.1. Mitsubishi Motors Corp. Direct Competitors
- 5.2. Comparison of Mitsubishi Motors Corp. and Direct Competitors Financial Ratios
- 5.3. Comparison of Mitsubishi Motors Corp. and Direct Competitors Stock Charts
- 5.4. Mitsubishi Motors Corp. Industry Analysis
  - 5.4.1. Automobile Industry Snapshot
  - 5.4.2. Mitsubishi Motors Corp. Industry Position Analysis

## **6. MITSUBISHI MOTORS CORP. NEWS & EVENTS**

- 6.1. News & PR Activity Analysis
- 6.2. IR Corporate News
- 6.3. Marketing News
- 6.4. Corporate Events

## **7. MITSUBISHI MOTORS CORP. EXPERTS REVIEW<sup>1</sup>**

- 7.1. Experts Consensus
- 7.2. Experts Revisions

## **8. MITSUBISHI MOTORS CORP. ENHANCED SWOT ANALYSIS<sup>2</sup>**

## **9. JAPAN PESTEL ANALYSIS<sup>2</sup>**

- 9.1. Political Factors
- 9.2. Economic Factors
- 9.3. Social Factors
- 9.4. Technological Factors
- 9.5. Environmental Factors
- 9.6. Legal Factors

## **10. MITSUBISHI MOTORS CORP. IFE, EFE, IE MATRICES<sup>2</sup>**

- 10.1. Internal Factor Evaluation Matrix
- 10.2. External Factor Evaluation Matrix
- 10.3. Internal External Matrix

## **11. MITSUBISHI MOTORS CORP. PORTER FIVE FORCES ANALYSIS<sup>2</sup>**

## **12. MITSUBISHI MOTORS CORP. VRIO ANALYSIS<sup>2</sup>**

### **APPENDIX: RATIO DEFINITIONS**

### **LIST OF FIGURES**

Mitsubishi Motors Corp. Annual Revenues in Comparison with Cost of Goods Sold and Gross Profit  
Profit Margin Chart  
Operating Margin Chart  
Return on Equity (ROE) Chart  
Return on Assets (ROA) Chart  
Debt to Equity Chart  
Current Ratio Chart  
Mitsubishi Motors Corp. 1-year Stock Charts  
Mitsubishi Motors Corp. 5-year Stock Charts  
Mitsubishi Motors Corp. vs. Main Indexes 1-year Stock Chart  
Mitsubishi Motors Corp. vs. Direct Competitors 1-year Stock Charts  
Mitsubishi Motors Corp. Article Density Chart

1 – Data availability depends on company's security policy.

2 – These sections are available only when you purchase a report with appropriate additional types of analyses.  
The complete financial data is available for publicly traded companies.

## List Of Tables

### LIST OF TABLES

Mitsubishi Motors Corp. Key Facts  
Profitability  
Management Effectiveness  
Income Statement Key Figures  
Balance Sheet Key Figures  
Cash Flow Statement Key Figures  
Financial Performance Abbreviation Guide  
Mitsubishi Motors Corp. Key Executives  
Mitsubishi Motors Corp. Major Shareholders  
Mitsubishi Motors Corp. History  
Mitsubishi Motors Corp. Products  
Revenues by Segment  
Revenues by Region  
Mitsubishi Motors Corp. Offices and Representations  
Mitsubishi Motors Corp. SWOT Analysis  
Yearly Income Statement Including Trends  
Income Statement Latest 4 Quarters Including Trends  
Yearly Balance Sheet Including Trends  
Balance Sheet Latest 4 Quarters Including Trends  
Yearly Cash Flow Including Trends  
Cash Flow Latest 4 Quarters Including Trends  
Mitsubishi Motors Corp. Profitability Ratios  
Margin Analysis Ratios  
Asset Turnover Ratios  
Credit Ratios  
Long-Term Solvency Ratios  
Financial Ratios Growth Over Prior Year  
Mitsubishi Motors Corp. Capital Market Snapshot  
Mitsubishi Motors Corp. Direct Competitors Key Facts  
Direct Competitors Profitability Ratios  
Direct Competitors Margin Analysis Ratios  
Direct Competitors Asset Turnover Ratios  
Direct Competitors Credit Ratios  
Direct Competitors Long-Term Solvency Ratios  
Automobile Industry Statistics



Mitsubishi Motors Corp. Industry Position  
Company vs. Industry Income Statement Analysis  
Company vs. Industry Balance Sheet Analysis  
Company vs. Industry Cash Flow Analysis  
Company vs. Industry Ratios Comparison  
Mitsubishi Motors Corp. Consensus Recommendations<sup>1</sup>  
Analyst Recommendation Summary<sup>1</sup>  
Price Target Summary<sup>1</sup>  
Experts Recommendation Trends<sup>1</sup>  
Revenue Estimates Analysis<sup>1</sup>  
Earnings Estimates Analysis<sup>1</sup>  
Historical Surprises<sup>1</sup>  
Revenue Estimates Trend<sup>1</sup>  
Earnings Estimates Trend<sup>1</sup>  
Revenue Revisions<sup>1</sup>

## ANALYSIS FEATURES

### SWOT Analysis

SWOT, which stands for Strengths, Weaknesses, Opportunities and Threats, is an analytical framework that identifies the internal and external factors that are favorable and unfavorable for a company.

### Enhanced SWOT Analysis

Enhanced SWOT is a 3x3 grid that arranges strengths, weaknesses, opportunities and threats into one scheme:

How to use the strengths to take advantage of the opportunities?

How to use the strengths to reduce likelihood and impact of the threats?

How to overcome the weaknesses that obstruct taking advantage of the opportunities?

How to overcome the weaknesses that can make the threats a reality?

Upon answering these questions a company can develop a project plan to improve its business performance.

### PESTEL Analysis

PESTEL (also termed as PESTLE) is an ideal tool to strategically analyze what influence different outside factors – political, economic, sociocultural, technological, environmental and legal – exert on a business to later chart its long term targets.

Being part of the external analysis when carrying out a strategic assessment or performing a market study, PESTEL gives an overview of diverse macro-environmental factors that any company should thoughtfully consider. By perceiving these outside environments, businesses can maximally benefit from the opportunities while minimizing the threats to the organization.

## Key Factors Examined by PESTEL Analysis:

**Political** – What opportunities and pressures are brought by political bodies and what is the degree of public regulations' impact on the business?

**Economic** – What economic policies, trends and structures are expected to affect the organization, what is this influence's degree?

**Sociological** – What cultural and societal aspects will work upon the demand for the business's products and operations?

**Technological** – What impact do the technological aspects, innovations, incentives and barriers have on the organization?

**Environmental** – What environmental and ecological facets, both locally and farther afield, are likely to predetermine the business?

**Legal** – What laws and legislation will exert influence on the style the business is carried out?

## **IFE, EFE, IE Matrices**

The Internal Factor Evaluation matrix (IFE matrix) is a strategic management tool helping audit or evaluate major weaknesses and strengths in a business's functional areas. In addition, IFE matrix serves as a basis for identifying and assessing relationships amongst those areas. The IFE matrix is utilised in strategy formulation.

The External Factor Evaluation matrix (EFE matrix) is a tool of strategic management that is typically utilised to assess current market conditions. It is an ideal instrument for visualising and prioritising the threats and opportunities a firm is facing.

The essential difference between the above mentioned matrices lies in the type of factors incorporated in the model; whilst the latter is engaged in internal factors, the former deals exceptionally with external factors – those exposed to social, political, economic, legal, etc. external forces.

Being a continuation of the EFE matrix and IFE matrix models, the Internal External matrix (IE matrix) rests upon an investigation of external and internal business factors

integrated into one suggestive model.

## **Porter Five Forces Analysis**

The Porter's five forces analysis studies the industry of operation and helps the company find new sources of competitive advantage. The analysis surveys an industry through five major questions:

What composes a threat of substitute products and services?

Is there a threat of new competitors entering the market?

What is the intensity of competitive rivalry?

How big is the bargaining power of buyers?

How significant is the bargaining power of suppliers?

## **VRIO Analysis**

VRIO stands for Value, Rarity, Imitability, Organization. This analysis helps to evaluate all company's resources and capabilities and bring them together into one aggregate table that includes:

Tangible resources

Financial

Physical

Technological

Organizational

Intangible resources

Human

Innovation and Creativity

## Reputation

### Organizational capabilities

The result of the analysis gives a clear picture of company's competitive and economic implications, answering the questions if the resources mentioned above are:

Valuable?

Rare?

Costly to imitate?

Organized properly?

## I would like to order

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