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

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## Abstracts

Nidec 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 Nidec Corp. and its competitors. This provides our Clients with a clear understanding of Nidec Corp. position in the Electrical Equipment Industry.

The report contains detailed information about Nidec 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 Nidec 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 Nidec 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

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company’s decision-making processes.

In the part that describes Nidec 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 Nidec Corp. business.

**About Nidec Corp.**

Nidec Corporation engages in the design, development, manufacture and marketing of electric motors and related components and equipment. The company manufactures and sells its products at locations in developing countries, such as China, Thailand, the Philippines, Vietnam, Malaysia, Mexico, and Indonesia.

Operations

The company classifies its operations into five business groups: Small Precision Motors; Mid-size Motors; Machinery; Electronic and Optical Components, and Others.

SMALL PRECISION MOTORS

The Small Precision Motors business covers an array of direct-current, (DC), electric motors operating at approximately 100 watts. This business group is divided into four product categories according to application: hard disk drive spindle motors, other small precision brushless DC motors, brushless DC fans, and other small precision motors.

Hard disk drives spindle motors

The company manufactures spindle motors for hard disk drives used in personal

computers, computer servers, and a range of digital consumer electronics. Its hard disk spindle motors fall into three groups based on their hard disk drive form factors, or disk platter diameters, as follows: 3.5-inch form factor—for desktop PCs, enterprise servers, personal video recorders or PVRs, digital flat TVs, and external hard disk drives; 2.5-inch form factor—for notebook PCs (including ultra mobile PCs), PVRs, game machine consoles, digital flat TVs, and external hard disk drives; and sub-1.8-inch form factor—for handheld digital devices.

Customers: The company supplies spindle motors to hard-disk drive manufacturers worldwide. Its customers include Seagate Technology LLC, Western Digital Corporation, Hitachi Global Storage Technologies, Samsung, and Toshiba Corporation.

Competition: The company competes with three motor suppliers, including Alphana Technology Co., Ltd., Minebea Technology Co., Ltd., and Samsung Electro-Mechanics.

Other small precision brushless DC motors.

The principal products in this product category are brushless DC motors used in optical disk drives primarily for PCs, digital video recorders, and office equipment, including laser printers and hybrid copiers. A significant portion of the operations is conducted by the company and its publicly-held subsidiary Nidec Sankyo Corporation. In this product category, its major customers are Japanese, Korean, and Taiwanese electronics companies.

Brushless DC Fans

The company’s brushless DC fans, which are used to disperse the excess heat generated by electronic components, thereby keeping electrical equipment cool, have applications in PCs and computer servers, game machine consoles, mobile phone base stations and various other products that require cooling functions. This product category is managed by the company and its publicly-held subsidiaries Nidec Servo Corporation. The company mainly supplies brushless DC fans to microprocessor manufacturers, game machine manufacturers, and the networking and communications equipment suppliers.

Other Small Precision Motors

This product category consists of various types of small electric motors other than brushless DC motors, which are manufactured and sold by its consolidated subsidiaries,

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and includes: stepping motors for refrigerator icemakers, optical disk drives, camcorders, digital still cameras and car navigation systems, vibration motors for mobile phones, brush DC motors for CD and DVD players, and servo motors for industrial equipment and home appliances.

MID-SIZE MOTORS

The Mid-size Motors business group provides electric motors with power output higher than that of small precision motors and has applications in home appliances, automotive systems, household systems, and industrial equipment. The automotive motor business is conducted by the company and its wholly-owned subsidiary, Nidec Motors and Actuators. The operations of the home appliance motor business are primarily conducted by Nidec Shibaura Corporation and Nidec Sole Motor Corporation S.R.L. The operations of the industrial motor business are mainly conducted by Nidec Power Motor Corporation.

This business group includes automotive motors (for

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.

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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.
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# 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 3×3 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.

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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

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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

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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?

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