

# Aisin Seiki Co. Ltd - Company Strategy & Performance Analysis

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## Abstracts

Aisin Seiki Co. Ltd - Company Strategy & Performance Analysis

### SUMMARY

Aisin Seiki Co., Ltd. (Aisin) manufactures, develops and sells automobile parts and lifestyle, energy and wellness products. The company offers drivetrains, brakes and chassis, engine and aftermarket products, sewing machines, beds, gas heat pumps, home and audio equipment, and cogeneration systems. The company operates across Asia-Pacific, North America, South America and Europe through a set of subsidiaries and branch offices. The firm is headquartered in Kariya, Aichi, Japan. Japan accounts for a major proportion of the company's revenues, followed by North America and China.

MarketLine Premium's company strategy reports provide in-depth coverage of the performance and strategies of the world's leading automotive companies. The report details company operations in key geographies and offers a comprehensive analysis of each firm's growth strategy and financial performance. It benchmarks company performance against key indicators, including sales units, production units, operating income, net income, and total revenue.

### Key highlights

Increase in revenue due to currency exchange rates

The firm provides cast-iron parts, audio products, engine, drive, chassis, brake, and body components, machinery fixtures, and casting models. In local currency terms, it

reported a decrease in revenue at rate of -0.5%. However, owing to the impact of foreign exchange rates, revenue posted an annual growth rate of 10.7%, from US\$1.4bn in 2015 to US\$1.6bn in 2016. The segment is anticipated to witness an increase in revenue due to the expanded production capabilities of a new aluminum die-cast factory in Nishoi, Japan in August 2017.

#### Automatic transmission and high-added-value body part sales in Japan and China

Aisin AW Group offers automatic and hybrid transmissions and car navigation systems. This segment reported revenue of US\$12.9bn in 2016 in comparison to US\$10.4bn in 2015, an increase of 24.9%. In local currency terms, it posted a growth rate of 12.3%. The segment accounted for 39.5% of the company's total revenue in 2016 and sold 1.32 million more units to reach total volume of 8.69 million in 2017. The sale of high-added-value body parts, including system products such as power sliding doors, in Japan and China also contributed.

#### Strengthened the competitiveness of the brake business

This division carries out the manufacturing and sale of brake systems and components for automobiles. Its key products include anti-lock brake systems, electronic stability controls, disc brakes, brake boosters, master cylinders, drum brakes and related components. The segment reported revenue of US\$4.8bn in 2016 in comparison to US\$4.3bn in 2015, an increase of 11.7%. In local currency terms, it recorded a growth rate of 0.4%. The division accounted for 14.5% of the company's total revenue in 2016. The consolidation of production functions regarding the controlled brake business under ADVICS Co., Ltd from April 2016 supported revenue growth. The adoption of cooperative regenerative brake systems in Toyota C-HRs from 2017 also contributed.

## SCOPE

**Company Snapshot:** Details key indicators and rankings of Aisin in terms of revenue, sales and production units.

**Company SWOT Analysis:** Outlines Aisin's strengths, weaknesses, and opportunities and threats facing the company.

**Growth Strategies:** Provides an overview of Aisin's corporate goals and strategic initiatives and evaluates their outcomes.

**Company Performance and Competitive Landscape:** Analyses the company's performance by geographical segment and provides a peer comparison on parameters such as revenue and market share.

**Key Developments:** Showcases Aisin's recent corporate events and initiatives.

**ICT Spending Prediction:** Details how the company allocates its ICT budget across the core areas of its business, specifically hardware, software, IT services, communications and consulting.

## **REASONS TO BUY**

How does Aisin ranks among its peers in terms of revenue and market share?

What are Aisin's main growth strategies and how successful has the company been at implementing them?

How has the company performed since 2014?

How has Aisin performed in comparison to its main competitors?

What are Aisins's strengths and weaknesses and what are the opportunities and threats it faces?

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