KURITA AquaChemie

SWOT ANALYSIS

Department	Strengths	Weaknesses	Opportunities	Threats
HSE	Compliance with international standards (e.g., ISO 45001, ISO 14001)	Inconsistent implementation across departments or sites	Digitalization of EHS systems (e.g., mobile inspections, analytics)	Frequent regulatory changes and stricter compliance requirements
HSE	Strong management support for EHS initiatives	Reactive rather than proactive safety culture in some teams	Integration of sustainability and "ESG" Environmental, Social, and Governance with EHS strategies	Rising expectations from stakeholders and clients on EHS performance
HSE	Experienced EHS personnel with technical and regulatory knowledge	Limited resources or budget for EHS improvements	Expansion of training to include behavior-based safety	High employee turnover affecting safety consistency
HSE	Regular training programs and safety inductions	Language barriers affecting communication with all workers	Collaboration with global partners to share best practices	External audits and penalties from non-compliance
HSE	Active incident reporting and investigation system	Low engagement from contractors/subcontractors	Leveraging AI or "IoT" Internet of Things for real-time safety monitoring	Natural disasters or emergencies impacting operations
HSE	Emergency preparedness and response plans in place	Insufficient digital tools for tracking and analysis	Government initiatives promoting workplace safety	Unsafe behaviors due to production pressure
HSE	EHS KPIs monitored and reviewed	Inconsistent implementation across sites	Digitalization of EHS systems	Frequent regulatory changes and compliance requirements
Logistics	Experienced logistics and supply chain team	Limited real-time visibility in the supply chain	Expansion into new markets or regions	Disruptions due to geopolitical issues or natural disasters
Logistics	Well-established transport and delivery network	High dependence on third-party logistics providers	Adoption of automation ain logistics operations	Rising fuel and transportation costs
Logistics	Timely and safe delivery performance	Lack of integration between logistics and other departments	Use of big data and analytics for route optimization and inventory planning	Cybersecurity risks in logistics systems and digital platforms
Logistics	Strong vendor relationships and service contracts	Manual paperwork in some areas causes delays	Implementation of green logistics and sustainability practices	Growing competition from advanced logistics service providers
Operation	Established Production Processes – Proven systems ensure consistency and efficiency	Maintenance Downtime – Equipment breakdowns lead to lost production time. Manual Operations	Technological Advancements – DCS,PLC and AI enhance competitiveness Integration and advance automation	Global Supply Chain Disruptions – Dependency on RM imports affects production.

Operation	Skilled Workforce – Experienced technicians and engineers maintain operational reliability	Training and retention challenges upskilling takes time and money: retaining top talent can be difficult	Digital upskilling, collaborations with institution to ensure steady talent pipeline	Labor Shortages – Difficulty in sourcing skilled workers impacts operations. Global talent migration
Operation	Economies of Scale – Large production volumes	Limited Innovation – Rigid structures can hinder product or process innovation	Growing global and regional demand Long term contracts	Market demand fluctuations Environmental and regulatory risks
Operation	Strong Supplier Relationships – Long-term vendor ties ensure stable raw material supply	Overdependence on key vendors Reduce bargaining power logistics limitations	Vendor development program localizing supply chain Stratergic partnership	Raw Material Price Volatility Fluctuating costs affect profitability
Operation	Diverse Product Portfolio - Broad range of industrial, specialty, or process chemicals catering to multiple sectors	Quality and consistency challenges Higher operating cost	Growing Demand in Emerging Markets - Industrialization boosts chemical demand Customer renttion and loyalty	Global Economic Volatility - Recessions or disruptions reduce demand.
Quality	**Compliance with international standards (e.g., ISO 9001, NSF)**	**Lack of lab equipment:** Having very less number of lab quiuments for quality control.	**Adopting new technologies:** Implementing automation, AI, and data analytics for improved quality control.	**Regulatory changes:** Evolving regulations affecting quality control requirements.
Quality	**Well-defined procedures:** Clear and documented quality control processes and standards.	**Lack of training:** Insufficient training for quality control personnel on new technologies or procedures.	**Investing in training:** Providing advanced training for quality control personnel.	**Supply chain disruptions:** Disruptions that impact the quality of materials or components.
Quality	**Strong documentation:** Comprehensi ve records of inspections, tests, and non-conformances.	**Limited resources:** Insufficient budget or personnel for quality control activities	**Utilizing data analytics:** Leveraging data to identify trends and improve quality control processes.	**Economic downturns:** Budget cuts impacting quality control resources
Quality	**Continuous improvement:** A culture of proactively identifying and addressing quality issues.	-	**Strengthening supplier relationships:** Developing partnerships with suppliers for enhanced quality control.	**Customer dissatisfaction:** Negative feedback on product or service quality impacting reputation.
Warehouse	Experienced/Skilled Staff	Inadequate Training and manpower limitation	Diversify of manpower	Labor Shortages – Difficulty in sourcing skilled workers impacts operations. Global talent migration
Warehouse	Well-Maintained Warehouse & Equipment	Limitation of space and climate control based warehouse	Technological Advancements	Changing local Regulations
Warehouse	Established Safety Protocols	High Operating Costs and space limitation	Expansion or advance safety system installation	Safety Incidents
Warehouse	Strategic Location	Limited Diversification	Increased Demand for Chemicals	Supply Chain Disruptions and Geographic location

Warehouse	Strong Supplier Relationships	Limited Diversification & Overdependence on key vendors	Vendor development program localizing supply chain Stratergic partnership	Growing competition from competitor
Warehouse	Efficient Inventory Management	Outdated Technology/Tools for Inventory management	Adoption of automation in Warehouse operations	Cybersecurity risks in Warehouse software systems and digital platforms
Purchase	Kurita' technically sounds with a long 76 years roadmap	high employee turnover	Technological advantages	Sudden war or geo-political disturb Planning and supply chain
Purchase	Visionary Leadership	Limited Market Presence in Middle East	Market trends shifting in favor of Kurita	Limited Market creates compition with threats
Purchase	Supportive Superior with highly skilled	customers' are not fully aware about brand in ME	Fast work digitilization	-
Purchase	Result Oriented	-	Emerging markets with new customer segments	-
Purchase	Loyalty towards customers'	-	Strategic JV partnership	-
Purchase	-	-	Upgrade skills and training	-



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