

**Nippon Paint**

**Parent Company**

**Nipsea Group**

**Category**

Paint Industry

**Sector**

Industrial Products and Chemicals

**Tagline/ Slogan**

Explore a world of colors

**USP**

Customer growth, personal growth, environmental care and technological innovation.

**STP**

**Segment**

Home, construction, automotive and industrial sectors

**Target Group**

Customers wanting high quality and eco-friendly products

**Positioning**

A Globally established paint company with complete paint solutions.

**SWOT Analysis**

**Strengths**

1. With 130 years of experience and 33 manufacturing facilities in paint industry they are one of the largest
2. 12,000 employees operating in 11 countries across Asia they set benchmark in innovation and quality
3. They have wide range of products.
4. They have diversified geographically.

5. They like any other Japanese Company spend and focus on R&D

6. The company has extremely vibrant new logo showing values like: professional, passionate, committed

7. Nippon Paints have developed products high-grade environmental friendly products with nearly ZERO

8. Nippon Paint's 3 in 1 Medi-fresh has been very popular for its anti-bacterial formula that inhibits bacteria

### Weaknesses

1. Nippon Paint w.r.t India has a very small range of products which include few interior and exterior wall
2. Large inventories may be a cause of worry

### Opportunities

1. Its ability to innovate and do R&D provides them an opportunity in developing eco-friendly products
2. Opportunities in emerging Asian markets.

### Threats

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| 1. Global economy is sluggish  |
| 2. Nippon Paint w.r.t India faces stiff competition from other prominent and well established paint comp |
| 3. International Environmental regulations are tightening.   |

<b>Competition</b>
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<b>Competitors</b>
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|------------------------------------|
| 1.Asian Paints                     |
| 2.Ameron International Corporation |
| 3.AkzoNobel                        |