

**FP Corporation , (Recycling of food trays / PET bottles)  
Headquarters : Fukuyama-shi, Hiroshima. Established : 1962  
SWOT ANALYSIS IN FP CORPORATION JAPAN**



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FP Corporation is a Company that based on Japan that processing the waste, particularly treys and bottles. FP Corporation established on Fukuyama-shi. FP is stand for Fukuyama Pearl, in early years they produced food containers, not in the recycling business because the technology hadn't found yet.

In the 1990's they began into recycling business, Eco Tray becomes the first recyclable food container in the industry to receive the Eco Mark from the Japan Environment Association. They had 3 main factory that can connected all around Japan, in Hokaido, Kanto, and Fukuyama.

We try to analyze the level competitiveness of FP Corporation, by using SWOT analysis :

**1. Strength**

- **SCM (Supply Chain Management)**  
FP Corporation had a Strong point on SCM they connecting all the capabilities they had from the first inbound raw materials until becomes finished goods, the connection between Manufacturing capacity, distribution power, recycling and information networks at higher level to speed up the cultivate resources and intra-groups cooperation, and FPCO aims to Further improve service level
- **Technological Advances**  
FPCO is a leading innovator on Japan, on the private company level they just reach a phenomenal achievement in terms of technological advances, eventhough they not the first company that using this technology, but they can serve the country with this technology and bring the improvement on food containers business.
- **Circular Recycling**  
The center of their business is recycling products, this is they competitive advantage, it's a different point that made them one of the biggest recycling company on Japan, they can recycle Tray and bottle converts them into PET Bottles and Food Tray.

## **2. Weakness**

- Can't Convert from Tray to Bottle  
This is the point they are missing because we were think this is will be a good bargain for their business, because the needs of bottles is increasing year after year, it will bring them a good margin of profit.

## **3. Opportunity**

- Go Global  
Many Japanese based corporation is go global, they expanding their business overseas to seek the new markets, but FPCO isn't yet expanding their business to another country, eventhough they had all capabilities to going overseas, particularly on recycling industry, because many countries are lagging on recycling business.
- Expanding to another business  
FPCO is only focuses on their recycling business, but for us is carrying a lot of risks if you don't diversified the business, of course this is an opportunity that can they embrace, such recycling allumunium can or containers.

## **4. Threat**

- The Technology can be Immitated by Rivals Company  
It's the nature of technology that can be imitated by the rivals, it always a major concern, for industry that relying on the technological advantage, they need more investment on Research and Development to cope with this issues.