A COMPARATIVE STUDY ON DENTSU AND HAKUHODO USING SWOT AND FINANCIAL ANALYSIS

MASUDA, SHOMA
TOYAMA, MASAO
FACULTY OF SOCIAL SYSTEMS SCIENCE
CHIBA INSTITUTE OF TECHNOLOGY
NARASHINO, CHIBA
JAPAN
A Comparative Study of Dentsu and Hakuhodo Using SWOT and Financial Analysis

Shoma Masuda and Masao Toyama

Faculty of Social Systems Science

Chiba Institute of Technology

2-17-1 Tsudanuma, Narashino, Chiba 275-0016, JAPAN
Abstract

The purpose of this study is to conduct a comparative scrutiny of Dentsu and Hakuhodo using SWOT and financial analysis so as to clarify their characteristics.

In order to conduct these analyses, we examined the strengths, weaknesses, opportunities, threats, profitability, safety, productivity, and growth of the two companies.