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## NIO INC. SWOT & PESTLE ANALYSIS

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**Company Name :** NIO Inc.

**Company Sector :** Automobile Manufacturer

**Operating Geography :** China, Asia, Global

**About the Company :**

NIO which is also known as Weilai (Blue Sky Coming) in China, is a multinational automobile manufacturer, based in Shanghai. It was founded by William Li on November 2014. The company designs, manufactures, and sells smart and connected premium electric vehicles which leverages autonomous driving and artificial intelligence. Additionally the company also provides smart charging solutions such as Power Home, Power Swap, Power Mobile, Power Express, and 24-hour on-demand pick-up and drop off charging service. Apart from China these services are provided in San Jose, Munich, Oxford, Oslo, Nanjing, Shanghai, Hefei, and Beijing, with the help of over 7,000 employees. Its high-end, innovative electric vehicles include et7, ec6, es8, es6, and ep9. NIO is also involved in ABB FIA Formula E Championship, and 2020-2021 is the 7th season in which NIO 333 FE Team will take part. The company reported that it delivered 7,931 vehicles in July 2021, representing a 124.5% year-over-year growth.

NIO's unique selling proposition or USP lies in being a pioneer and leading company in the premium smart electric vehicle market in China. NIO's mission statement reads, "Our mission is to shape a joyful lifestyle by offering premium smart electric vehicles and being the best user enterprise."

**Revenue :**

RMB 16,257,933 thousand – FY ending 31st December, 2020

RMB 7,824,904 thousand - FY ending 31st December, 2019

**SWOT Analysis :**

The SWOT Analysis for NIO Inc. is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. Witnessed phenomenal success for its battery swapping technology</li> <li>2. Strong focus on R&amp;D</li> <li>3. Business model based on building an ecosystem</li> </ul>	<ul style="list-style-type: none"> <li>1. High level of dependency on single source suppliers</li> <li>2. Revenue dependency on limited number of models</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. Joint venture with JAC for in-house manufacturing</li> <li>2. Growing EV market across the world</li> <li>3. Huge growth opportunity in Europe</li> </ul>	<ul style="list-style-type: none"> <li>1. Possible performance limitations of the vehicles</li> <li>2. Delays in manufacturing and launch of new models</li> <li>3. High competition and threat of new entrants</li> <li>4. Cancellation of customer orders</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for NIO Inc. is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1.Chinese government subsidies for new energy vehicles 2.Impact of political tensions between China and other countries</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1.Fluctuations in raw material prices 2.Impact of economic slowdown</p>
<p style="text-align: center;"><b>Social</b></p> <p>1.Consumer willingness to adopt electric vehicles</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1.Smart Power Solutions for charging batteries 2.Enhancing cybersecurity in the automotive industry 3.Impact of Autonomous Driving technology</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1.Impact of product liability claims 2.Compliance with motor vehicle standards</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1.China's fight against climate change</p>

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