
S&P TEST

SWOT & PESTLE.com

HARMAN INTERNATIONAL SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Harman International

Company Sector : Automotive Electronics

Operating Geography : United States, North America, Global

About the Company :

Harman based in Stamford, Connecticut, creates connected products and solutions for automakers, consumers, and businesses around the world, including connected car systems, audio and visual products, enterprise automation solutions, and Internet of Things services. Harman Kardon, the forerunner to Harman International, was founded in 1953 by Sidney Harman and Bernard Kardon. The company has been a Samsung Electronics subsidiary since 2017. For outstanding design and engineering expertise, HARMAN has won ten CES Innovation Awards. CES has brought together the world's most passionate innovators every year for the past 50 years to present their latest breakthroughs and introduce the products and ideas that will shape the future of technology. On March, 2022, HARMAN International announced the launch of a new group within its OEM Special Markets business to focus on its existing marine brands as well as to introduce Harman Kardon® into the marine market – Harman Kardon Marine.

The USP of Harman is that it is recognized as the number one Tier-1 supplier to Automotive OEMs. The mission statement of HARMAN reads, “To make life more connected, entertaining, personalized and productive”.

Revenue :

? 100,771 million - FY ending 31st December 2021

? 91,837 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Harman International is given below:

| Strengths | Weaknesses |
|---|--|
| <ul style="list-style-type: none"> 1.Expert and leader in multiple industry verticals 2.Highest Zinnov Ratings for Overall IoT services 3.Harman International has a global delivery footprint 4.Harman International is Google's number 1 Android Automotive Scaling Partner 5.Over 50 million automobiles on the road today are equipped with Harman systems 6.Harman International has almost 25% market share in the digital cockpit market | <ul style="list-style-type: none"> 1.Reduced earnings due to Covid-19 |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Human Machine Interface market expected to grow at 6 to 10% CAGR 2.Increasing demand for safety, personalized driving experiences in automobiles | <ul style="list-style-type: none"> 1.Successive disruptions in supply chain due to covid-19 and Russia-Ukraine conflict 2.Shortage of semi-conductor chips pose a great threat to automotive industry 3.Reduced global production is forecasted for Light Vehicle |

PESTLE Analysis :

The PESTLE Analysis for Harman International is given below:

| | |
|---|---|
| <p style="text-align: center;">Political</p> <p>1.Russia-Ukraine conflict has created disruptions throughout the globe</p> | <p style="text-align: center;">Economical</p> <p>1.Shortage of semi-conductors has pushed up the price of manufacturing</p> <p>2.Inflation has increased the price of raw materials</p> |
| <p style="text-align: center;">Social</p> <p>1.Rising demand for IoT among new car buyers</p> <p>2.Rising demand for electric vehicles among new car buyers</p> | <p style="text-align: center;">Technological</p> <p>1.Increased adoption of ADAS in all the road vehicles</p> <p>2.Innovations in self-driving cars are expected to increase the market share of self-driving cars</p> |
| <p style="text-align: center;">Legal</p> <p>1.EU has been continuously modifying regulations for connected vehicles</p> <p>2.United Nations and ISO have come up with regulations to ensure cyber security in connected vehicles</p> | <p style="text-align: center;">Environmental</p> <p>1.Electrical vehicles are being looked at as the better alternative for the environment</p> |

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Harman International** SWOT & PESTLE Analysis is a paid report at **19.53 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2023 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com