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MITSUBISHI MOTORS SWOT & PESTLE ANALYSIS

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Company Name : Mitsubishi Motors

Company Sector : Automobile

Operating Geography : Asia, Japan, Global

About the Company : Initially started as an automotive division of the Mitsubishi Heavy industries in 1917, it was incorporated as a wholly owned subsidiary in 1970. It is a multinational automobile manufacturer, headquartered in Tokyo, Japan and has around 30,000 employees globally.

Revenue : \$20.126 billion – FY ending March 2016

SWOT Analysis :

The SWOT Analysis for Mitsubishi Motors is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong support from the Mitsubishi group companies 2.Affordable pricing relative to competitors 3.Comprehensive product portfolio across the automobile categories 	<ul style="list-style-type: none"> 1.Recurring quality and safety issues leading to high recall and repair costs 2.Negligible market share in non-SUV segments 3.Low brand awareness in the western markets 4.Weak governance systems
Opportunities	Threats
<ul style="list-style-type: none"> 1.Strategic alliance with Nissan 2.Strong presence in the high-growth economies of ASEAN region 3.Increasing adoption of hybrid and electric cars in developed countries 	<ul style="list-style-type: none"> 1.Loss of credibility due to the fuel efficiency scandal 2.Declining Japanese economy 3.Political and economic turmoil in Europe, US and Russia 4.Intensifying competition in the automobile industry

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