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MCLAREN GROUP SWOT & PESTLE ANALYSIS

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Company Name : McLaren Group

Company Sector : Automobile

Operating Geography : United Kingdom, Europe, Global

About the Company :

McLaren Group is a sports car manufacturer that specialises in automotive, motorsport, and technology. The company is headquartered in Woking, England. Ron Dennis founded the company shortly after acquiring the McLaren Formula One team in 1981, which was founded in 1963 by racer, engineer, and entrepreneur Bruce McLaren. The company then partnered with McLaren Automotive to form a new company the McLaren Group. The group today consists of three main businesses: Applied, which works at the interface of technology and data to provide enterprises with a quantitative performance advantage; Racing, which participates in the Formula 1 World Championship as well as IndyCar in the United States, and Automotive, which hand-builds lightweight supercars. McLaren is now using a unique blend of design, rapid prototyping, high-quality manufacturing, and electronics knowledge to assist the UK's National Health Service to produce more ventilators during the epidemic and, ultimately, save lives. McLaren Automotive has unveiled a bespoke Jubilee platinum paint finish and badge 18 years to the day since Her Majesty Queen Elizabeth II opened McLaren's worldwide headquarters in Woking, the McLaren Technology Centre, on May 12, 2022, in honour of Her Majesty Queen Elizabeth II's 70-year reign (MTC).

The McLaren Group's USP is that it is regarded as one of the most prestigious high-technology brands in the world. It has developed a formidable reputation by pioneering and innovating in the competitive world of Formula 1, winning 20 World Championships and more than 180 races. The mission statement of McLaren reads, "To grow, sustain, and innovate our businesses by developing our people and culture".

Revenue :

£771.7 million – FY ending 31 December 2020 (y-o-y decline of 48%)

£1485.8 million – FY ending 31 December 2019

SWOT Analysis :

The SWOT Analysis for McLaren Group is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Reputable brand image in the global racing market 2.Historically high-performance in the automobile sector 3.Characterized by sophisticated research and innovation 4.Established with worldwide networks and races 	<ul style="list-style-type: none"> 1.COVID-19 pandemic led to acute financial difficulties 2.Internal adjustments in board positions may reflect volatility 3.Forced to sell minority stake in McLaren Racing due to poor financial management
Opportunities	Threats
<ul style="list-style-type: none"> 1.International partnerships and alliances 2.Economic recovery from COVID-19 may increase revenues 3.Investing in sustainable fuel and policies as a market leader can attract investors 4.Sale of McLaren Applied streamlines group strategy 	<ul style="list-style-type: none"> 1.Uncertainty about the pandemic remains with disruptive waves 2.Supply chain bottlenecks throughout 2020-21 projected to remain 3.Russia-Ukraine crisis may affect supply and demand 4.Inflationary pressures and interest rates in OECD nations

PESTLE Analysis :

The PESTLE Analysis for McLaren Group is given below:

<p style="text-align: center;">Political</p> <p>1.Russia-Ukraine crisis may affect revenues and operations 2.Policy changes by national and international organizations</p>	<p style="text-align: center;">Economical</p> <p>1.Long-term uncertainty of the pandemic 2.Inflationary pressures and interest rate changes 3.Supply Chain disruptions</p>
<p style="text-align: center;">Social</p> <p>1.Evolving innovation in businesses to retain competitive edge 2.Higher investment by businesses in R&D</p>	<p style="text-align: center;">Technological</p> <p>1.Impact of lawsuits and litigations",</p>
<p style="text-align: center;">Legal</p> <p>1.Sustainable policies adopted by businesses 2.ESG policy adopted to attract investors</p>	<p style="text-align: center;">Environmental</p> <p>1.</p>

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