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STELLANTIS N.V. SWOT & PESTLE ANALYSIS

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Company Name : Stellantis N.V.

Company Sector : Automotive

Operating Geography : Netherlands, Europe, Global

About the Company :

Stellantis N.V. is a Dutch domiciled automobile company headquartered in Amsterdam, Netherlands. It was established in January 2021 upon the merger of Fiat Chrysler (FCA) and Peugeot S.A Group. It manufactures various segments of vehicles like; luxury, premium, regular hatchbacks, pickup trucks, SUVs and technologically advanced EVs. It has manufacturing facilities spread across the world; with Italy, North America and China to name a few. The company largely is influenced by its parent company FCA when it comes to operations and style of business. The design, development, production, and sale of automobiles under Stellantis' 16 brands, including Abarth, Alfa Romeo, Chrysler, Citroen, Dodge, DS, Fiat, Fiat Professional, Jeep, Lancia, Maserati, Mopar, Opel, Peugeot, Ram, and Vauxhall, constitute the company's main business. Stellantis has about 281,595 employees, offices in more than 130 countries, and manufacturing facilities in 30 countries as of early 2022.

The USP of Stellantis lies in it being the fifth largest automaker in the world. Stellantis' mission is guided by the purpose, "it is the energy, passion and diversity of our people and brands that power us to do great things, exceeding expectations and setting the highest standards for our future. Our purpose and our values go beyond the words themselves. Each of our four values carries equal importance, complementing and drawing strength from the others to take us forward towards our purpose."

Revenue :

Euro 149,419 million - FY ending 31st December 2021 (y-o-y growth 213%)

Euro 47,656 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Stellantis N.V. is given below:

| Strengths | Weaknesses |
|---|--|
| <ul style="list-style-type: none"> 1.Global presence in more than 130 markets 2.Strong and resilient financial performance with stellar market share 3.They have a robust and globally diversified, brand portfolio. 4.Strategic mergers of renowned brands 5.Partners with 160+ co-founded projects to foster innovation worldwide | <ul style="list-style-type: none"> 1.Reliance on joint agreements have negative impact on the development 2.Fall in production over past consecutive 4 years in Italy |
| Opportunities | Threats |
| <ul style="list-style-type: none"> 1.Toyota and Stellantis expands their partnership accelerating growth 2.Investments in the upcoming electrified vehicle segment 3.India will be highly profitable with excellent growth opportunities 4.Expansion of brand portfolio in existing markets 5.Investments in Tr\u00e9mery-Metz embody Stellantis'\u201ccapability to create a new electrified value chain 6.Amazon and Stellantis' collaboration to deliver software solutions for Stellantis' new digital cabin platform | <ul style="list-style-type: none"> 1.Unfulfilled semiconductor orders have a direct negative impact on operations 2.Pandemic could continue to disrupt sales of the product 3.Labor laws and bargaining agreements have decreased company's ability to increase efficiency of the operations 4.High competition in the market posing threat to hurt market share 5.Threats from Russia cutting off Europe's supply of natural gas |

PESTLE Analysis :

The PESTLE Analysis for Stellantis N.V. is given below:

| | |
|--|---|
| <p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Suspension of export and import with Russia due to the Russia Ukraine war 2.Car manufacturers are victims of Europe's energy crisis | <p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Global semiconductor shortage has long lasting damage effect on the output 2.Impact of Covid-19 on the demand of cars 3.Carmakers offered bonus for inflation to the workers 4.In order to maintain compliance large manufacturers are using banked credits |
| <p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Generation born between 1946-64 remains the largest demographic of car buyers | <p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Carmakers continue to adopt a wide array of advanced technology 2.The industry is moving towards an era of sustainable mobility 3.Auto manufacturers with emerging technologies are more focused on going green |
| <p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.Subject to various lawsuits and related costs & penalties | <p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Manufacturers have improved their CO2 emissions & fuel economy over past 5 years 2.The industry is moving towards an era of sustainable mobility |

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