

---

# S&P TEST

SWOT & PESTLE.com

---

## NISSAN MOTOR 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](mailto:support@swotandpestle.com).

**Company Name :** Nissan Motor

**Company Sector :** Automotive

**Operating Geography :** Asia, Japan, Global

**About the Company :** Nissan Motors, founded in 1911 is a Japanese multinational automobile manufacturer headquartered in Nishi-ku, Yokohama. Its business includes manufacturing, sales and other related business of automotive products. The company sells more than 60 models under the Nissan, Infiniti, and Datsun brands with in-house performance tuning products labeled Nismo. It offers models such as electrified vehicles, compact cars, sedans, sports cars, SUVs, pickups, minivans, kei cars, and light commercial vehicles. Nissan has its facilities in Japan, North America, Latin America, Europe, Africa, Middle East, India, Asia & Oceania, and China. As of March 2021, the company has approximately 131,461 (consolidated basis) employees in all its facilities. In 2020, Nissan was ranked 83 in Global 500.

Nissan Motors' unique selling proposition or USP lies in being one of the largest automobile manufacturers in the world. Nissan Motors vision statement reads "Enriching People's Lives", Nissan has a clear vision for the future, and ? with our Alliance partner, Renault ? we are working with passion to achieve it. Our mission is to enrich people's lives, building trust with our employees, customers, dealers, partners, shareholders and the world at large." Nissan's mission statement reads "Nissan provides unique and innovative automotive products and services that deliver superior measurable values to all stakeholders\* in alliance with Renault."

**Revenue :**

7,862.6 billion Yen – FY ending 31st March 2021 (y-o-y growth approx. -20.4%)

9,878.9 billion Yen – FY ending 31st March 2020

**SWOT Analysis :**

The SWOT Analysis for Nissan Motor is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong foothold in the electric car market.</li> <li>2.Increasing EV foothold through Renault-Nissan- Mitsubishi alliance</li> <li>3.Strong focus on maintaining high quality of products</li> <li>4.Strong financial performance and operational excellence</li> </ul>	<ul style="list-style-type: none"> <li>1.Nissan is yet to acquire a healthy market share in developing nations.</li> <li>2.Poor Brand Positioning compared to competitors</li> <li>3.Repeated vehicle recalls due to manufacturing defects</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Expansion in Hybrid and electric vehicles segment</li> <li>2.Expand into underpenetrated African markets like Nigeria</li> <li>3.Increase proportion of Autonomous driving cars in portfolio</li> </ul>	<ul style="list-style-type: none"> <li>1.USMCA agreement replaced NAFTA as part of a federal restructuring program</li> <li>2.Impact of BREXIT on automobile manufactures</li> <li>3.Fluctuations in fuel prices due to COVID-19</li> <li>4.Lower sales due to Auto industry slowdown</li> </ul>

**PESTLE Analysis :**

The PESTLE Analysis for Nissan Motor is given below:

<p style="text-align: center;"><b>Political</b></p> <p>1. Brexit may require adjustments in Nissan's UK business</p> <p>2. Expansion in Iranian markets post easing of sanctions</p>	<p style="text-align: center;"><b>Economical</b></p> <p>1. Border-tax and trade protectionist policies under Trump administration</p> <p>2. Impact of COVID-19 on automotive sector</p>
<p style="text-align: center;"><b>Social</b></p> <p>1. Consumer preferences for environmental friendly transportation</p>	<p style="text-align: center;"><b>Technological</b></p> <p>1. Initiatives under Nissan Intelligent Mobility program</p> <p>2. Active investments in R&amp;D to support technology initiatives</p>
<p style="text-align: center;"><b>Legal</b></p> <p>1. Non-standard regulations regarding autonomous vehicles</p>	<p style="text-align: center;"><b>Environmental</b></p> <p>1. Persuasion of twin goals - zero emissions and zero fatalities</p> <p>2. Participation in United Nations Global Compact and other environmental initiatives</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only. The complete report for **Nissan Motor** SWOT & PESTLE Analysis is a paid report at **12.53 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](http://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)2024 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](mailto:support@swotandpestle.com)