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NISSAN MOTOR SWOT & PESTLE ANALYSIS

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

PESTLE Analysis :

The PESTLE Analysis for Nissan Motor is given below:

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

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