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HONDA MOTOR SWOT & PESTLE ANALYSIS

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Company Name : Honda Motor

Company Sector : Automobiles

Operating Geography : Asia, Japan, Global

About the Company :

Honda Motor Co. is one of the largest manufacturers of automobiles and motorcycles globally. Established in 1948, the company has its headquarters located in Tokyo, Japan. The company's business can be divided into the segments of Automobile, Motorcycle, Financial Services, Power Product and Other Businesses. In the Automobile segment, it produces passenger cars, light trucks, and mini vehicles. The company also provides financial services like retail lending and leasing services and wholesale financing to dealers as a part of its Financial Services. For its Power Product and Other Businesses segment, the company sells power products comprising general purpose engines, portable battery inverter power sources, lawn mowers, riding mowers, snow blowers, outboard marine engines and more. The most significant product of this segment is its HondaJet, a cheaper alternative to private flying. The company's assembly plants are located all over the globe in China, the United States, Pakistan, Canada, England, Japan, Belgium, Brazil, México, New Zealand, Malaysia, Indonesia, India, Philippines, Thailand, Vietnam, Turkey, Taiwan, Perú and Argentina. As of early 2023, Honda Motor employed more than 2,00,000 people.

The USP of Honda Motors lies in it being one of the biggest automobiles in Asia. Honda Motor's Vision is to "Serve people worldwide with the "joy of expanding their life's potential"". The company's USP is that it is the world's largest manufacturer of internal combustion engines.

Revenue :

\$127.74 billion - FY ended March 31st, 2022 (year-on-year growth of 3.96%)

\$122.87 billion - FY ended March 31st, 2021

SWOT Analysis :

The SWOT Analysis for Honda Motor is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Global presence in terms of employees, manufacturing units and markets 2.World's top motorcycle brand & leading Car manufacturer 3.Huge Focus on Research & Development leading to innovative products 4.Diversified product portfolio providing synergies 5.High Brand Equity resulting in higher brand recall and sales 	<ul style="list-style-type: none"> 1.Recall of cars due to Takata airbag inflators impacting Brand and sales 2.Over reliance on North American Sales can hurt as that market is saturated 3.Slash production plans by up to 40 percent in Japan due to persistent supply chain and logistical issues.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Electric and Hybrid Cars - the next big segment 2.Huge potential for sales in the developing markets 3.Global automotive Industry growing at a steady rate 4.Self-driving market is experiencing a boom 	<ul style="list-style-type: none"> 1.Intense Competition can threaten to decrease sales and profitability 2.Increase in use of public transport modes by people 3.Increasing Fuel Prices can hurt vehicular sales 4.Environmental and global regulations by Governments 5.Facing Large Recall Due to Faulty Pedals 6.Price hike from January 2023

PESTLE Analysis :

The PESTLE Analysis for Honda Motor is given below:

Political	Economical
1.Favourable currency effects 2.Japan's cold political relations with China 3.Suspension of automobile, motorcycle exports to Russia	1.Emerging markets to witness strong economic growth 2.Decoupling supply chain from China
Social	Technological
1.Consumer preferences for environmentally friendly transportation 2.Women being allowed to drive in Saudi Arabia top open up the market for Honda 3.Consumer's increasing preference towards electric vehicles	1.MyHonda Connected Car Platform' to enhance user experience 2.Two-motor hybrid system is an innovative solution to the need for low-emissions and high fuel economy
Legal	Environmental
1.Inconsistent regulations regarding autonomous and hybrid vehicles	1.Goal of reducing environmental impact from automobiles 2.Producing EVs to aid sustainability

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Client Support:
support@swotandpestle.com