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BMW SWOT & PESTLE ANALYSIS

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Company Name : BMW

Company Sector : Automobile

Operating Geography : Germany, Europe, Global

About the Company :

BMW is German company, renowned for manufacturing automobiles and motorcycles. Founded in 1916, the company is headquartered in Bavaria, Germany. The BMW Group's special fascination lies not only in its products and technology, but also in its history, which was written by inventors, pioneers, and brilliant designers. Today, the BMW Group is the world's leading manufacturer of premium automobiles and motorcycles, as well as a provider of premium financial and mobility services, with 31 production and assembly facilities in 15 countries and a global sales network. The BMW 5 Series Touring received Best Estate Car Interior honours, the BMW 4 Series received Best Performance Car for Value honours, and the BMW iX3, the brand's first fully electric SUV, received Best Large Electric SUV honours. BMW has released Edition ColorVision models of the 1-Series hatchback and 2-Series Gran Coupe sedan. The special edition models feature exterior and interior design updates. Aside from that, BMW has made some performance-oriented changes. The BMW 1-Series and 2-Series Gran Coupe will go on sale in July 2022, according to the automaker.

The USP of BMW lies in it being best known around the world for producing excellent luxury automobiles. BMW's mission statement reads, "To become the world's leading provider of premium products and premium services for individual mobility."

Revenue :

111,239 million - FY ending Dec 31, 2021 (y-o-y growth 12.4%)

98,990 million - FY ending Dec 31, 2020

SWOT Analysis :

The SWOT Analysis for BMW is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.High focus on Research & Development leading to high quality products 2.Geographically diversified Target markets helps in expansion and to keep risks low 3.A Diversified Portfolio caters to a wide range of customers 4.Distinct multi brands such as Rolls Royce and MINI caters to many segments 5.Enjoys high rankings from global rating agencies 	<ul style="list-style-type: none"> 1.Limited brand portfolio causing untapped sales in commercial vehicle segment & mid income segments 2.Takata air bag inflators' issues causing cars recall
Opportunities	Threats
<ul style="list-style-type: none"> 1.Growing market for Electric vehicles can lead to increase in sales 2.Huge potential of Developing nations can increase sales and profits 3.Strong growth in Global automobile and motorcycle Industry can boost sales of BMW cars and bikes 4.Increasing presence in China can tap in untapped demand 	<ul style="list-style-type: none"> 1.Intense market competition can threaten to decrease sales & profitability 2.Environmental and governmental regulations can increase costs and decrease profits 3.Slow growth of global economy leading to less demand from numerous countries

PESTLE Analysis :

The PESTLE Analysis for BMW is given below:

Political	Economical
1.Political uncertainty across Europe, Middle East and African (EMEA), and Latin American markets	1.Strong GDP growth in emerging markets 2.Volatile currency movements 3.Disruptions in the economy is likely to affect BMW's operations
Social	Technological
1.Preference of the millennials towards environment-friendly vehicles 2.Employee training program 3.Paradigm shift towards personal transportation during pandemic	1.Moving towards digitalization for better customer orientation 2.Artificial Intelligence \u2013 new face of driving
Legal	Environmental
1.Changing and inconsistent regulations regarding autonomous vehicles 2.Involvement in controversies and lawsuits	1.Integration of sustainability within the group's operations 2.Hydrogen fuel technology to reduce carbon emissions

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