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MARUTI SUZUKI INDIA LIMITED SWOT & PESTLE ANALYSIS

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Company Name : Maruti Suzuki India Limited

Company Sector : Automobile

Operating Geography : Asia, India, Global

About the Company : Maruti Suzuki is leading automotive manufacturer in passenger vehicles category in India. It was established in 1981 as a JV between GOI and SMC. It has an installed production capacity of 1.5 million units a year. Maruti Suzuki employs close to 13200 professionals across its various products portfolio and various business units.

Revenue :INR 77,266.2 crore - FY ending March 2017

SWOT Analysis :

The SWOT Analysis for Maruti Suzuki India Limited is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Improved business performance and leading market presence 2.Huge product portfolio and successful new product launches 3.Strong marketing through Nexa and high customer satisfaction level 4.Improving financial performance and rising EPS 	<ul style="list-style-type: none"> 1.Interior facility and features to improve to compete with foreign brands 2.Less market command over premium vehicles and SUV segment
Opportunities	Threats
<ul style="list-style-type: none"> 1.Improving economic scenario in domestic market 	<ul style="list-style-type: none"> 1.Slowdown of economy and expenses due to demonitisation 2.Foreign players setting manufacturing facilities in India

PESTLE Analysis :

The PESTLE Analysis for Maruti Suzuki India Limited is given below:

Political	Economical
1.Rise in protectionism measures for business opportunities 2.Make in India initiative	1.Positive development in global economy a healthy sign for export sales 2.Economic growth of domestic market
Social	Technological
1.Enhanced customer requirements and perceived social value 2.Rise in car-pooling & shared mobility	1.Increase in embedded technologies driving safety and performance and implementation of green technologies
Legal	Environmental
1.Greater attention and more initiatives to reduce environmental impact due to automobiles 2.More legal compliance measures to increase passenger safety	1.Growing criticism towards environmental pollution created by vehicles

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