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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:

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

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