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## FORD MOTOR SWOT & PESTLE ANALYSIS

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**Company Name :** Ford Motor

**Company Sector :** Automobile

**Operating Geography :** United States, North America, Global

**About the Company :**

Ford Motor has been a pioneer in global automobile industry since its inception in 1903 by Mr. Henry Ford at Dearborn, Michigan. Ford Motor's core business includes designing, manufacturing, marketing and servicing a full line of passenger cars, trucks, SUVs as well as luxury vehicles. It sells commercial vehicles and automobiles under its Ford brand and luxury vehicles under Lincoln brand. This American multinational automaker headquartered in Dearborn, Michigan, Detroit was founded by Henry Ford in 1903. Formerly known as Henry Ford Company and Cadillac Motor Company, it is one of the world's largest and most profitable family-controlled businesses to be in operation for over 100 years. Ford is also the parent company to the Brazilian SUV producer, Troller, and Australian performance car manufacturer FPV. Ford Motor Company also has stake in Aston Martin of UK, Jiangling of China and is part of various joint ventures and alliances in China, Thailand, Taiwan, Turkey and Russia. It features on the NYSE but the Ford family retains a minority stake. Ford Motor employs close to 183,000 employees globally across its 62 manufacturing sites around the globe as of early 2022.

Ford Motor Company's vision statement reads "People working together as a lean, global enterprise to make people's lives better through automotive and mobility leadership" and its mission statement states "At Ford, we go further to make our cars better, our employees happier and our planet a better place to be." Ford Motor's USP or Unique selling point lies in being a legacy brand that is one of America's and the world's largest and most profitable automobile manufacturing companies that pioneered the first economic, mass-produced car—the Model T—and also helped pioneer assembly-line manufacturing.

**Revenue :**

US \$136,341 million – FY 31st Dec 2021 (y-o-y growth 7.23%)

US \$127,144 million - FY 31st Dec 2020

## SWOT Analysis :

The SWOT Analysis for Ford Motor is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Huge product portfolio and a total mobility solutions company</li> <li>2.Strong focus on emerging opportunities and future trends and technologies</li> <li>3.Strong line of credit for financing facility to the customers</li> <li>4.Constant upgradation to existing vehicles</li> </ul>	<ul style="list-style-type: none"> <li>1.Underperforming premium luxury vehicles under Lincoln brand</li> <li>2.Lack of performance in developing markets as well as with small vehicles in various markets</li> <li>3.Overdependence on North American market.</li> <li>4.Frequent product recalls are impacting Ford's bottom line</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Rise in e-commerce pushes up demand for LCVs</li> <li>2.New business opportunities due to future trends like electrification &amp; autonomous driving technologies</li> <li>3.Innovation in mobility solutions</li> <li>4.Signing of strategic MoU's to facilitate growth</li> </ul>	<ul style="list-style-type: none"> <li>1.Emergence of cheaper Asian alternatives to mobility solutions</li> <li>2.Protectionist measures in US</li> <li>3.Party to certain litigations due to use of asbestos.</li> <li>4.Battery cost increases leading to increase in EV prices</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Ford Motor is given below:

Political	Economical
1. Protectionist measures in US 2. Closure of business in Russia due to Russia-Ukraine war	1. Slowdown in global economic growth 2. Rising inflationary pressure globally
Social	Technological
1. Strong focus on customer satisfaction 2. Assisted driving and active safety 3. Impact of Covid-19 on the automobile industry	1. Involvement of software and semiconductors in automotive industry 2. Severe semiconductors shortages hampering operations of all automotive companies. 3. Integrating Google cloud services for digital transformation
Legal	Environmental
1. Regulations for lesser vehicle pollution and greater safety for the passengers 2. Involvement in lawsuits impact reputation	1. Growing criticism towards environmental pollution created by vehicles

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