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## HYUNDAI MOTOR COMPANY SWOT & PESTLE ANALYSIS

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**Company Name :** Hyundai Motor Company

**Company Sector :** Automotive

**Operating Geography :** Asia, South Korea, Global

**About the Company :**

Hyundai Motor Company is the 7th largest automotive company in the world. HMC was founded by Chung Ju-Yung in 1967 as a construction company initially. After several rounds of restructuring of business operations HMC has entered the automobile sector through designing and manufacturing of cars and buses. It is headquartered in Seoul, South Korea. The company provides services such as product development, design, sales, marketing, and consumer services to customers all across the world through its overseas plants in the U.S, India, China, Turkey, the Czech Republic, and Russia. It operates the largest automobile manufacturing facility in Ulsan, South Korea that has a production capacity of around 1.6 million units. Through more than 5,000 dealerships and showrooms, the company sells its vehicles in around 193 countries. HMC has approx. 71,504 employees globally as of May 2021. HMC operates in India with its well positioned subsidiary – Hyundai Motor India Limited.

Hyundai motors' unique selling proposition or USP lies in providing budget friendly cars with world-class features. Hyundai motors' vision statement reads, "Hyundai Motor Company is striving to provide freedom of movement to everyone by investing in mobility services, by building close relationship with leading mobility service providers and expanding our role beyond the automotive transportation sector. The company will play a pivotal role in global society's transition to clean energy by helping make hydrogen an economically viable energy source."

**Revenue :**

? 103,997,601 million – FY ended 31st December 2020

? 105,746,422 million – FY ended 31st December 2019

## SWOT Analysis :

The SWOT Analysis for Hyundai Motor Company is given below:

Strengths	Weaknesses
1.Huge global presence in over 200 countries 2.High conformance to safety standards and bagging 5+ rating for safety standards 3.Strong Research & Development wing with 7-step process for designing	1.Weak brand portfolio with only two major brands- Hyundai & Kia 2.Declining profitability by 12% in 2016 over 2015 3.Quality defects leading to huge vehicle recall in last 3-4 years
Opportunities	Threats
1.Improving global economy with expected growth of 3.5% in 2017 2.Technological advancements in manufacturing process as well as creation of new consumer demands	1.US economic developments due to new policies formulated by US president 2.Asian economic turbulences reducing market security 3.British economic downslide by

## PESTLE Analysis :

The PESTLE Analysis for Hyundai Motor Company is given below:

Political	Economical
1.US protectionism measures for business opportunities	1.Downturn in global economy due to pandemic
Social	Technological
1.Enhanced customer requirements and perceived social value 2.Emergence of online aggregators of passenger vehicles leading to shared mobility	1.Involvement of software and semiconductors in automotive industry 2.Integrating Green technologies to increase sustainability
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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