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HARLEY DAVIDSON SWOT & PESTLE ANALYSIS

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Company Name : Harley Davidson

Company Sector : Automobile

Operating Geography : United States, North America, Global

About the Company :

Harley Davidson is an American motorcycle manufacturer which was founded in 1903 by William Sylvester Harley, Arthur Davidson, Walter C. Davidson, Sr. and William A. Davidson. The headquarters of the company are located in Milwaukee, Wisconsin. Today, the company is the 5th largest motorcycle manufacturer globally as well as a well-loved brand with a huge following. The brand has emerged as being much more than simply a motorcycle maker. It now has its own licenses, merchandise, apparel, décor, accessories, motorcycle models, video games and even Harley Davidson clubs. The unique feature about the Harley Davidson bikes is that they introduced a new style of heavyweight motorbikes called the “chopper” motorcycle style with cruiser motors. The primary manufacturing centers of the company are located at York in Pennsylvania; Milwaukee in Wisconsin; Manaus in Brazil and Bawal in India with another plant recently constructed in Thailand. The company is operating in mainly two reportable segments – two-wheeler segment & the financial services segments under the names of Harley-Davidson Motor Company (HDMC) and Harley-Davidson Financial Services (HDFS) respectively. The Harley-Davidson LiveWire S2 Del Mar Le will be available in May 2022. The motorcycle will be built on Harley-all-new Davidson's Arrow Architecture, which was created specifically for electric motorcycles. The S2 platform, which is designed specifically for middleweight motorcycles, is likely to be used on the LiveWire Del Mar Le.

The USP of Harley Davidson lies in it being highest ranked company for Automobiles and Components for Gen Z. The Harley Davidson mission statement reads, “We fulfill dreams through the experiences of motorcycling, by providing to motorcyclists and to the general public an expanding line of motorcycles and branded products and services in selected market segments” and the vision statement reads, “Harley-Davidson, Inc. is an action-oriented, international company, a leader in its commitment to continuously improve our mutually beneficial relationships with stakeholders (customers, suppliers, employees, shareholders, government, and society). Harley-Davidson believes the key to success is to balance stakeholders' interests through the empowerment of all employees to focus on value-added activities.”

Revenue :

USD 4 billion - FY ended 31 December 2020

USD 5.3 billion - FY ended 31 December 2019

SWOT Analysis :

The SWOT Analysis for Harley Davidson is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Huge global footprint \u2013 business in more than 100 countries worldwide 2.Integrated services to the bike consumers including parts & accessories and financing options 3.Strong marketing policies maintaining a high brand image, trust and consumer loyalty 4.Strong financial services segment 	<ul style="list-style-type: none"> 1.Greater reliance on third parties for company operating and administrative activities 2.Decrease in net income for the company by nearly 100%
Opportunities	Threats
<ul style="list-style-type: none"> 1.Wide gamut of trade agreements by the home government with exporting countries coupled with global and domestic economic growth 2.Growth potential in the electric motorcycle market 	<ul style="list-style-type: none"> 1.Rising competition from local players in global markets 2.Environmental and governmental regulations can increase costs 3.Uncertainty in the launch of a premium low displacement motorcycle in China 4.Highly competitive motorcycle industry

PESTLE Analysis :

The PESTLE Analysis for Harley Davidson is given below:

Political	Economical
1.Exposure to changes in foreign currency exchange rates, commodity prices and interest rates 2.Imposition of tariffs and changes in trade policies may affect the business	1.Strong GDP growth in emerging markets 2.Improving global economy coupled with increase in global ridership and focused demand. 3.Impact of Covid-19 on business operations
Social	Technological
1.Inclination towards premium segment bikes in the global market 2.Increase in women ridership of motorcycles	1.Development of additional safety features in motorcycles 2.Incorporation of intelligence and automated technologies in motorcycles
Legal	Environmental
1.Stringent environmental protection standards for automobiles enforced by administrative authorities 2.Safety regulations imposed on motorcycle manufacturers 3.Expansion in regulatory authority of CFPB on financial products	1.Growing negative concern towards environmental pollution created by automobiles

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