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## GENERAL MOTORS SWOT & PESTLE ANALYSIS

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**Company Name :** General Motors

**Company Sector :** Automobile

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

**About the Company :**

General Motors is an American automobile MNC that was established in 1908 by William C. Durant. It is headquartered in Detroit, Michigan. It manufactures full range of vehicles from cars to trucks. Chevrolet, Buick, GMC, Cadillac, Holden, Baojun, Wuling and Jiefang are its automotive brands which carry its operations in 6 continents across 125 countries i.e., North America, South America, Australia, Europe, Asia and Africa. It also has a subsidiary, General Motors Acceptance Corporation (GMAC) for financing, insuring, mortgaging and commercial financing. It has 157,000 employees across the globe as of 2023. General Motors was recognized as one of the 22 World's Most Ethical Companies by Ethisphere. The company ranked 22 on 2021 Fortune 500 list.

General Motors' unique selling proposition or USP lies in providing a comprehensive range of vehicles globally. General Motors' vision statement reads, "Our vision is a world with zero crashes, zero emissions and zero congestion."

**Revenue :**

US\$ 127.0 billion - FY ended 31st December 2021

US\$ 122.4 billion - FY ended 31st December 2020

## SWOT Analysis :

The SWOT Analysis for General Motors is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> <li>1.Consistently strong financial performance</li> <li>2.Investments in hybrid, plug-in, extended range and battery electric vehicles</li> <li>3.Broad brand portfolio and dealer network cater to wide range of customer segments</li> <li>4.Strong footing in Chinese market</li> </ol>	<ol style="list-style-type: none"> <li>1.Repeated product recalls leading to reliability issues</li> <li>2.High dependence on Full size Trucks, SUVs &amp; sales volume</li> </ol>
Opportunities	Threats
<ol style="list-style-type: none"> <li>1.Advancement in electric vehicles to cater to a larger customer base</li> <li>2.Growth opportunity in ride-sharing market</li> <li>3.Seeking permission to deploy autonomous vehicles</li> <li>4.Bi-directional charging for EVs</li> <li>5.Funding from Michigan Lawmakers for EV projects</li> <li>6.Building a new factory in order to boost capacity</li> </ol>	<ol style="list-style-type: none"> <li>1.Uncertainty around new Product offerings</li> <li>2.Risk due to global economic conditions</li> <li>3.Increasingly stringent automotive emission regulations</li> <li>4.Chip shortage resulting in billions of losses</li> <li>5.Layoff of hundreds of employees due to economic challenges</li> </ol>

## PESTLE Analysis :

The PESTLE Analysis for General Motors is given below:

Political	Economical
1.Adverse Impact of Brexit 2.Major presence in China to have an increased impact from trade war 3.Suspension of businesses in Russia following Ukraine invasion	1.Risk due to Foreign Exchange Rate 2.Interest rate risk due to high market volatility 3.Increase in prices due to pricing-pressures from the industry
Social	Technological
1.Active safety arrangements for driverless cars 2.China's urban rich population are demanding premium products 3.Making EVs famous on entertainment platforms	1.Enhancing Connectivity & Data monetization 2.Applications on Android and App store for better user experience 3.Maven App to enhance on Demand Vehicle Access 4.Turning Vehicles into a video game
Legal	Environmental
1.ICE compliance costs will increase, contributing to BEV-ICE parity 2.Government Regulations affecting Cost	1.Implementation of sustainable practices 2.Operations subject to environmental control 3.Implementation of cylindrical battery cells for EVs

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