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VOLKSWAGEN GROUP AG SWOT & PESTLE ANALYSIS

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Company Name : Volkswagen Group AG

Company Sector : Automobile

Operating Geography : Germany, Europe, Global

About the Company :

Volkswagen Group AG, a German multinational automobile manufacturing company headquartered in Wolfsburg, Germany is one of the world's leading manufacturers of passenger and commercial vehicles and is the largest car manufacturer across Europe. It carries out designing, development, production and sale of a wide range of vehicles and engines. The company sells its vehicles under various brand names like Bentley, Audi, Ducati, Volkswagen, Bugatti, Lamborghini, Skoda, SEAT, etc. It also provides financial services which include banking, insurance, customer financing, and leasing and fleet management services. The company is divided into two divisions i.e. The Automotive Division and Financial Services Division and has approximately 342 subsidiary companies. The company has operations in the Asia Pacific, Europe, South Africa and North America and South America. As of early 2023, the company employed over 668000 people.

Volkswagen's mission statement states that "The Group's goal is to offer attractive, safe and environmentally sound vehicles which can compete in an increasingly tough market and set world standards in their respective class." Volkswagen's Vision statement reads "Shaping mobility - for generations to come." Volkswagen's USP or Unique Selling Proposition lies in being one of the world's largest automaker companies holding the largest market share in Europe for over 2 decades.

Revenue :

250,200 million - FY ending 31st December 2021

222,884 million - FY ending 31st December 2020

SWOT Analysis :

The SWOT Analysis for Volkswagen Group AG is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Widest product portfolio among all automobile companies 2.Strong global reach and presence 3.Futuristic program \u2013 "Together \u2013 2025 Strategy" 4.Strong brand image gives it a competitive edge 5.Restructuring and Increased sales revenue 	<ul style="list-style-type: none"> 1.Brand image dented by diesel scandal 2.Largest recall rate across U.S. market 3.No technological expertise in electronic vehicle
Opportunities	Threats
<ul style="list-style-type: none"> 1.Large untapped Indian market 2.Investment in sustainable technology 3.Futuristic demand for self-driven vehicles 4.Building a global battery champion through PowerCo 	<ul style="list-style-type: none"> 1.Intense competition amongst automobile companies 2.Fluctuations in the economies of markets 3.Semiconductor shortages highly impacting operations

PESTLE Analysis :

The PESTLE Analysis for Volkswagen Group AG is given below:

Political	Economical
1.Trade policies of different countries 2.Russia-Ukraine war impact on automakers	1.Uncertainty in economic conditions 2.High inflation leading to wage hike
Social	Technological
1.Loss of trust and brand image 2.Global battery demand is mainly driven by e-mobility - Transitioning into the EV world	1.Increase in R&D investment 2.Helps growth of ancillary industries 3.Launch of digital push to drive manufacturing performance
Legal	Environmental
1.Potential ban on diesel cars 2.Strict laws to be followed in the region of operation 3.Financial and reputational impact from non-compliance of pollution norms 4.Environmentally sustainable economic activity under the Taxonomy Regulation	1.Effect on carbon footprint of a country 2.100% green energy sourcing target with dedicated renewable energy support

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