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## KIA MOTORS SWOT & PESTLE ANALYSIS

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**Company Name :** Kia Motors

**Company Sector :** Automobile

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

**About the Company :** Kia motors headquartered at Seoul is South Korea's one of the leading automobile manufacturers. Kia was first established in 1944 and was the manufacturer of first domestic cycle of Korea. Kia motors has a wide spread global presence from Korea, Mexico, India and many other countries. Kia is a subsidiary of Hyundai with 33.88% stake and deals with automobile manufacturing. The core values lie in strengthening our own corporate stability and promoting responsible management. The company has sold more than 3 million vehicles per annum worldwide. The 'design' is placed by Kia at the very core of its strategy and has reformulated its philosophy to achieve this goal. Kia has 51357 employees in its organisation both domestic and worldwide.

For the automobile business, the vision statement is 'Providing a new space that makes life more convenient and enjoyable by realizing superlative mobility based on innovative people-oriented, eco-friendly technologies and comprehensive services.'

**Revenue :**

53,536 KRW Billion FY2017

52,713 KRW Billion FY2016

## SWOT Analysis :

The SWOT Analysis for Kia Motors is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1.Strong Financial Performance and growth Strategy</li> <li>2.Diversified product portfolio</li> <li>3.Strong global presence</li> <li>4.Strong innovation and creativity platform</li> <li>5.Product design and warranty</li> </ul>	<ul style="list-style-type: none"> <li>1.Lack of scale compared to competitors</li> <li>2.Recalls of vehicles due to failures</li> <li>3.Low returns with respect to cost of capital</li> <li>4.Wage disputes with Union and impact</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Positive growth for electric vehicle segment</li> <li>2.New scope of entering new markets</li> </ul>	<ul style="list-style-type: none"> <li>1.Intense market competition</li> <li>2.Exchange rate and currency fluctuations</li> <li>3.Trade wars and prolonged diplomatic tensions</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Kia Motors is given below:

Political	Economical
1.Trade regulations and policies 2.Political and diplomatic tension with China 3.Government Support for Electric Car Technologies	1.Fluctuations in currency markets 2.Growing economy and demand for vehicles 3.Free trade with primary geographical markets
Social	Technological
1.Vested Consumer interest on vehicle safety 2.Focus on fuel efficient cars	1.Connected supply chain and Smart manufacturing 2.Focus on Smart technologies
Legal	Environmental
1.Compliance for environmental policies and emission norms 2.Focus on legal regulations on vehicle safety	1.Growing concern about environmental changes 2.Growing new electric and hybrid vehicles market

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