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SUZUKI MOTOR SWOT & PESTLE ANALYSIS

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Company Name : Suzuki Motor

Company Sector : Automobile

Operating Geography : Japan, Asia, Global

About the Company : Suzuki Motor Corporation is headquartered in the city of Hamamatsu, Shizuoka prefecture. Founded in the year 1909 as Suzuki Loom Works, it has completed 109 years as of 2018. The company operates in three segments; Automotive, Motorcycles and Marine products. The company's vehicle production is around 3% of total global production and its rank globally is 11 according to International Organization of Motor Vehicle Manufacturers (OICA). Suzuki's mission statement as per their annual report is three-fold: "Develop products of superior value by focusing on the customer; Establish a refreshing and innovative company through teamwork; and Strive for individual excellence through continuous improvement."

Revenue :

¥3,757.2 billion (FY ended 31st March 2018)(y-o-y growth of 18%)

¥3,170.0 billion (FY ended 31st March 2017)

SWOT Analysis :

The SWOT Analysis for Suzuki Motor is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Consistent Financial Performance 2.Stronger Partner 3.Research & Development 4.Leadership position of Maruti Suzuki in India 	<ul style="list-style-type: none"> 1.Recalls of vehicles due to technical glitches.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Powered two wheeler vehicle Market 2.Marine Outboard Motor Market 3.Automobile Industry growth in emerging economies 	<ul style="list-style-type: none"> 1.Increasing competition in automobile segment. 2.Smuggling of Auto \u2013 parts 3.Demand for public Transport

PESTLE Analysis :

The PESTLE Analysis for Suzuki Motor is given below:

Political	Economical
1.Varied Business Environment, from country to country 2.Risks arising from geo-political uncertainty	1.Exchange Rate Fluctuation 2.Economic Growth Pattern
Social	Technological
1.Changing demographics in emerging economies 2.Increasing trend of "Uberization"	1.Industrial Automation 2.R&D and Tech Collaboration
Legal	Environmental
1.Varied Labour laws 2.Varying Vehicle regulations across countries	1.Stringent CO2 emission norms 2.The Paris Agreement

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Client Support:
support@swotandpestle.com