
S&P TEST

SWOT & PESTLE.com

VOLVO SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

Company Name : Volvo

Company Sector : Automobile and Construction Equipment

Operating Geography : Sweden, Europe, Global

About the Company : Founded in 1927, AB Volvo is a Swedish multinational automotive corporation headquartered in Gothenburg, Sweden with major focus on production, manufacturing and distribution of trucks, buses, construction equipment and marine solutions. AB Volvo group is second only to German Daimler AG in terms manufacture and production of number of heavy-duty trucks. Volvo Cars which was previously a part of Volvo group was sold off to Ford motors in 1999 and later to Chinese automobile manufacturing company Geely Holding Corp in 2010, though both AB Volvo and Volvo Cars share the same logo on their vehicles. Through its 12 brands and production facilities in 18 countries, the company manufactures and delivers trucks, buses, construction equipment, and marine and industrial engines. Apart from this, the company also provides complete solutions for financing and service to its customers. It has an impressive brand portfolio which comprises Volvo, Volvo Penta, Rokbak, Renault Trucks, Prevost, Nova Bus, Mack and Arquus. As of early 2022, the company has 100,000 employees.

Volvo's unique selling proposition or USP lies in being one of the leading car manufacturers reputed for their safety standards and classic style quotient. Volvo's mission statement as per their annual report is to "Driving prosperity through transport solutions." Volvo's vision statement as per their annual report is to "Be the most desired and successful transport solution provider in the world."

Revenue :

SEK 338.4 billion - FY ended December 31st 2020

SEK 431.9 billion - FY ended December 31st 2019

SWOT Analysis :

The SWOT Analysis for Volvo is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Renowned name with strong brand equity 2. Global market leader in luxury bus segment 3. Diverse brands and product portfolio 4. Joint venture with companies in high growth economies 5. Investments in R&D and technology driving innovation 6. Volvo Australia had the biggest sales year in 2021 	<ol style="list-style-type: none"> 1. Stretched supply chain
Opportunities	Threats
<ol style="list-style-type: none"> 1. Electric and hybrid segment in trucks and buses 2. Joint Venture with Daimler Truck AG to develop fuel-cell systems 3. Partnership with Qualcomm to mitigate the impact of supply chain disruption 4. Capturing the Chinese market by taking over the full ownership of its car manufacturing facilities in China 5. Agreement with Isuzu will help the company capture opportunities in logistic industry 	<ol style="list-style-type: none"> 1. Threat of takeover by Geely 2. Competition from rivals such as Scania, Daimler and new entrants such as Tesla 3. Challenges such as rising input costs has forced the company to increase its prices in India 4. Global component shortage resulting in the decline of global sales 5. Impact of Covid-19 pandemic on the truck business

PESTLE Analysis :

The PESTLE Analysis for Volvo is given below:

<p style="text-align: center;">Political</p> <p>1.Increase in infrastructure spending in emerging markets will help boost commercial vehicle sales</p> <p>2.Government authorities promoting use of public transportation</p>	<p style="text-align: center;">Economical</p> <p>1.Fluctuating crude oil prices</p> <p>2.Increased focus on building new expressways and initiatives for transportation for economic growth</p>
<p style="text-align: center;">Social</p> <p>1.High significance given to safety standards and low maintenance cost</p> <p>2.Decline in car ownership and inclination towards using public transport</p> <p>3.Awareness among the population to shift towards sustainable alternatives</p>	<p style="text-align: center;">Technological</p> <p>1.Introduction of autonomous electric buses</p> <p>2.Implementation of first of its kind of platooning and road chain technology</p> <p>3.Integration of infotainment system</p> <p>4.Introducing self-driving 'Ride Pilot' technology</p>
<p style="text-align: center;">Legal</p> <p>1.Emissions regulations to be met for heavy-duty vehicles</p>	<p style="text-align: center;">Environmental</p> <p>1.Focus on sustainability through various initiatives</p>

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **Volvo** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2023 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com