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VOLVO SWOT & PESTLE ANALYSIS

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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
<ul 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 	<ul style="list-style-type: none"> 1. Stretched supply chain
Opportunities	Threats
<ul 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 	<ul 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>Political</p> <ol style="list-style-type: none"> 1.Increase in infrastructure spending in emerging markets will help boost commercial vehicle sales 2.Government authorities promoting use of public transportation 	<p>Economical</p> <ol style="list-style-type: none"> 1.Fluctuating crude oil prices 2.Increased focus on building new expressways and initiatives for transportation for economic growth
<p>Social</p> <ol style="list-style-type: none"> 1.High significance given to safety standards and low maintenance cost 2.Decline in car ownership and inclination towards using public transport 3.Awareness among the population to shift towards sustainable alternatives 	<p>Technological</p> <ol style="list-style-type: none"> 1.Introduction of autonomous electric buses 2.Implementation of first of its kind of platooning and road chain technology 3.Integration of infotainment system 4.Introducing self-driving 'Ride Pilot' technology
<p>Legal</p> <ol style="list-style-type: none"> 1.Emissions regulations to be met for heavy-duty vehicles 	<p>Environmental</p> <ol style="list-style-type: none"> 1.Focus on sustainability through various initiatives

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