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GEELY SWOT & PESTLE ANALYSIS

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Company Name : Geely

Company Sector : Automotive

Operating Geography : China, Global

About the Company : Geely Automobile Holdings Limited is an independent automobile manufacturer which focuses on production, manufacturing, development, sales, and servicing of passenger vehicles. With the prime focus on the market of China, most of its products are sold in the domestic market but in the past few years, its products are getting a hold on the other developing countries in the Middle East, Europe, and Africa. Geely Automobile Holdings is listed on The Stock Exchange of Hong Kong Limited ("SEHK"). Zhejiang Geely Holding Group Company Limited is the controlling shareholder of the company. Geely Automobile Holdings is headquartered in Hangzhou, China and handles the company's automotive business including independent research and designing of engines, transmissions, vehicles, and hybrid technologies.

Geely Automobile Holdings has established numerous international investments and partnerships. Examples of some of them are Shanghai LTI Automobile Components which is a joint venture with Manganese Bronze Holdings and with Drivetrain Systems International which is a global transmission developer headquartered in Australia. Geely Automobile had over 70,000 employees as of early 2020.

Geely Group's core mission according to its 2019 Annual report is of 'Building Refined Cars for Everyone

Revenue :

RMB 97,401 million – FY ended Dec 2019 (y-o-y growth of -9%) RMB 106,595million – FY ended Dec 2018 (y-o-y growth of 15%) RMB 92,761 million – FY ended Dec 2017



SWOT Analysis :

The SWOT Analysis for Geely is given below:

Strengths	Weaknesses
1.Strong partnerships and collaborations	1.Majorly dependent on the domestic Chinese
2.Focus on quality and design	market
3.Unprecedented year-to-year sales growth	2.Lack of features as compared to Global
4.Focus on R&D and innovation	players
	3.More sales but less profit of Volvo cars
Opportunities	Threats
1.Geely's growing emphasis on New Energy	1.Intensified competition from big players like
Vehicles (NEVs)	Volkswagen and General Motors.
2.A strong and thriving Geely-Volvo	2.Evaporating sales growth
partnership	3.Difficulties for automakers in China, both at
3.Lynk& Co: Birth of a new brand	home and abroad
4.Focusing on the \"up-market\" population	
segment	
5.Acquisitions to aid global expansion and	
diversification	



PESTLE Analysis :

The PESTLE Analysis for Geely is given below:

Political	Economical
1.People's Republic of China(PRC) visions	1.China's Economic Slowdown
China to be a future leader in the	2.China's poor performing stock market
transportation industry	
2.Tariff reduction to reduce the tension	
between China and the US	
Social	Technological
1.The changing perception of people towards	1.Reducing dependence on oil using New
independent brands in China	Energy Vehicles(NEVs)
2.Increasing focus on passenger and vehicle	2.Connected 5G and C-V2X- enabled vehicles
safety	
3.Volvo to limit car speeds in a bid for zero	
deaths	
Legal	Environmental
1.Accidents involving autonomous vehicles	1.Increasing air-pollution and related public
pose legal challenges	health concerns
	2.The healthy design concept for the
	environmental quality of the car
	3.Implementing smart technologies for Green
	factory

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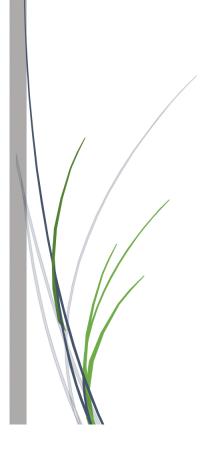


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