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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
<ul style="list-style-type: none"> <li>1.Strong partnerships and collaborations</li> <li>2.Focus on quality and design</li> <li>3.Unprecedented year-to-year sales growth</li> <li>4.Focus on R&amp;D and innovation</li> </ul>	<ul style="list-style-type: none"> <li>1.Majorly dependent on the domestic Chinese market</li> <li>2.Lack of features as compared to Global players</li> <li>3.More sales but less profit of Volvo cars</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1.Geely's growing emphasis on New Energy Vehicles (NEVs)</li> <li>2.A strong and thriving Geely-Volvo partnership</li> <li>3.Lynk&amp; Co: Birth of a new brand</li> <li>4.Focusing on the \"up-market\" population segment</li> <li>5.Acquisitions to aid global expansion and diversification</li> </ul>	<ul style="list-style-type: none"> <li>1.Intensified competition from big players like Volkswagen and General Motors.</li> <li>2.Evaporating sales growth</li> <li>3.Difficulties for automakers in China, both at home and abroad</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for Geely is given below:

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