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## PIAGGIO GROUP SWOT & PESTLE ANALYSIS

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**Company Name :** Piaggio Group

**Company Sector :** Automobiles, Industrial Goods

**Operating Geography :** Italy, Europe, Global

**About the Company :** The 135-year-old Italian motor vehicle manufacturer based out of Pontedera; Italy is Europe's largest manufacturer of two-wheeler motor vehicles. Piaggio group is on the road since 1884, founded by Rinaldo Piaggio. They have expanded their services to over 50 countries with a proficient presence in the Asian markets. The vehicle range includes scooters, mopeds and motorcycles starting from 50 to 1,200cc under the Piaggio, Vespa, Gilera, Aprilia, Moto Guzzi, Derbi and Scarabeo brands. The 3 and 4-wheeled light transportation vehicles are marketed under the Ape, Porter and Quargo brands. CEO Roberto Colaninno heads the group with employee strength of 7000.

The mission of the Piaggio Group as per its Annual Report is "To generate value for its shareholders, clients and employees, by acting as a global player that creates superior quality products, services and solutions for urban and extra urban mobility that respond to evolving needs and lifestyles."

**Revenue :**

Euros 1389.5 million – FY ended Dec 2018 (year-on-year growth of 4.3%)

Euros 1332.4 million – FY ended Dec 2017

## SWOT Analysis :

The SWOT Analysis for Piaggio Group is given below:

Strengths	Weaknesses
1.Strong Distribution network 2.Strong brand equity 3.Leadership position on the European market 4.Technologically advanced production process and strong R&D capabilities	1.Limited market size versus Industry peers 2.Majorly dependent on Indian and other Asia pacific market
Opportunities	Threats
1.Huge market potential in developing economies 2.Diversifying their product portfolio to accessories and merchandising 3.Growing demand for two-wheeler	1.Growing competition 2.Global disruption of automotive industry

## PESTLE Analysis :

The PESTLE Analysis for Piaggio Group is given below:

Political	Economical
1.Global shift towards greener mobility 2.Government role in promoting e-mobility	1.Urbanization and rising income in emerging markets 2.Impact of higher oil Prices
Social	Technological
1.Updating consumer preferences due to changes in culture 2.Affordability of a sustainable vehicle	1.Technology driving efficiency quotient in vehicles 2.Connectivity to transform the future of automotive industry
Legal	Environmental
1.Profitability directly linked with law on automotive industry 2.Stricter norms impacting manufacturing process	1.Stricter norms impacting manufacturing process 2.Delivering sustainable products to customers

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