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ISUZU MOTORS SWOT & PESTLE ANALYSIS

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Company Name : Isuzu Motors

Company Sector : Automobile (Auto & Truck Manufacturer)

Operating Geography : Japan, Asia, Global

About the Company : Isuzu Motors is in the manufacture and sale of heavy-medium and light-duty trucks, buses, passenger vehicle engines, and industrial-use diesel engines. Its principal products are ELF (Extremely Low Frequency) light-duty trucks, forward medium-duty trucks, giga heavy-duty trucks and tractors, gala sightseeing bus, erga route bus, diesel engines for passenger vehicles and industrial use, N-series light-duty trucks, F-series medium-duty trucks, C&E-series heavy-duty trucks and tractors, pick-up trucks and others. It was founded in 1916 and is headquartered in Tokyo, Japan.

Isuzu Motors vision statement is to be “A leader in transportation, commercial vehicles and diesel engines, supporting our customers and respecting the environment.”

Isuzu Motors mission statement is to be “A global team delivering inspired products and services committed to exceeding expectations.”

Revenue :

JPY 2,149.20 billion – FY ended March 2019 (year-on-year growth of 4%)

JPY 2,070.35 billion – FY ended March 2018

SWOT Analysis :

The SWOT Analysis for Isuzu Motors is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1.Strong presence across global markets 2.Ability to deliver different value proposition to multiple customer segments 3.Strong focus on innovation 4.Digital innovation helping in new value creation 	<ol style="list-style-type: none"> 1.Inability to sustain SUV and passenger car businesses 2.Declining market share 3.Dependence on a few major customers
Opportunities	Threats
<ol style="list-style-type: none"> 1.Leveraging Telematics business as a game changer for trucks business 2.Need for alternative drive systems 3.Enhancing product line 4.Enhance powertrain business 	<ol style="list-style-type: none"> 1.Increasing competition that is affecting bottom line 2.Stronger regulations against diesel across several markets 3.U.S.-China trade war to impact truck demand

PESTLE Analysis :

The PESTLE Analysis for Isuzu Motors is given below:

Political	Economical
1.Policies related to allocation of resources	1.Fluctuating business cycles
Social	Technological
1.Changing Socio-economic Culture 2.Increase in safety focus in commercial vehicles 3.Solving social agendas through business	1.Disruptive innovation-led solutions 2.Acceptance of driverless vehicles to drive truck demand
Legal	Environmental
1.Volatile employment and business laws 2.Governance and Regulatory Practices	1.Trend for increasing safety norms and environment laws 2.Need for technology favourable for sustainable development

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