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FIAT CHRYSLER AUTOMOBILES SWOT & PESTLE ANALYSIS

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Company Name : Fiat Chrysler Automobiles

Company Sector : Designing, Manufacturing and selling vehicles and related parts, services and production systems

Operating Geography : Europe, Global

About the Company : Incorporated in April 2014, Fiat Chrysler Automobiles N.V. (FCA), is an international automotive group when the Fiat group acquired the Chrysler group. The merger of an American company and an Italian company created a multinational organization the employees around 236,000 employees in more than 140 countries with operations in approximately 40 countries. The company designs, engineers, manufactures and sells vehicles, its components and production system. Fiat Chrysler has over 198,000 employees globally as of 2019. Fiat Chrysler Automobiles' is primarily headquartered in the Netherlands, and the financial headquarters are located in London for tax purposes.

The automotive giant is involved in the manufacturing and distribution of light commercial vehicles, passenger cars and light trucks throughout NAFTA (The North American Free Trade Agreement), LATAM (Latin America), APAC (Asia-Pacific) and EMEA (Europe, the Middle East and Africa). Brands under which mass market vehicles are sold are Abarth, Chrysler, Alfa Romeo, Fiat, Fiat Professional, Dodge, Jeep, Lancia and Ram. For the mass production of these brands, it has a centralized designing, engineering, development and manufacturing operations. The Company engages in vehicle shipments along with the sale of parts, accessories and service contracts under its Mopar brand. Under the umbrella of its Comau brand, FCA oversees the designing and production of industrial automation system and products for the automobile industry. It lends financing to its retail customer and dealers along with leasing, rental and factoring services either through joint ventures, its subsidiaries or through third party financial institutions. The company is listed on the New York Stock Exchange (FCAU).

The Chrysler Group believes in having a vision-driven mission to create a brand that consumers will repeatedly patronize: "Our vision is to build cars and trucks people want to buy, will enjoy

driving and will want to buy again." This Italian-American multinational corporation, Fiat Chrysler Automobiles N.V.'s USP or unique selling proposition lies in being the world's eighth largest auto maker offering elegant, stunning and affordable global luxury brand of cars globally.

Revenue :

110,412 million – FY ended 31 December 2018 (year-on-year growth of 4.42%)

105,730 million – FY ended 31 December 2017

SWOT Analysis :

The SWOT Analysis for Fiat Chrysler Automobiles is given below:

Strengths	Weaknesses
<ol style="list-style-type: none"> 1. Broad portfolio of strong brands 2. Strong financial health and ancillaries setup 3. Global sales and distribution network 4. Globally situated world class manufacturing facilities 5. Strong focus and investments on research and development 	<ol style="list-style-type: none"> 1. Reduced surplus profits of vehicles due to Fleet Sales 2. Product recalls causing huge financial losses 3. Absence of captive financing arm 4. Delay in electrification strategy to impact margins
Opportunities	Threats
<ol style="list-style-type: none"> 1. Shift to Electric Vehicles 2. Opportunity in autonomous vehicles segment 3. Fast growing Emerging Markets 4. Exploring White space products to drive business growth and bring in disruption 	<ol style="list-style-type: none"> 1. Cyclic nature of the business 2. Car industry's consolidation dream remains elusive 3. Impact of global trade war and protectionist policies 4. New entrants (tesla, apple, Google) compete for precious human resources especially in tech and software development

PESTLE Analysis :

The PESTLE Analysis for Fiat Chrysler Automobiles is given below:

Political	Economical
1.Impact of Brexit	1.Strong global auto industry outlook 2.Effect of Macro factors 3.Entry to Emerging Economies
Social	Technological
1.Demographic shifts to impact vehicle sales	1.Electrification and connectivity to transform automobile industry 2.Autonomous driving technologies disrupting traditional transport 3.Security concerns due the advent of connected cars
Legal	Environmental
1.Workplace Health and Safety 2.Regulatory framework for electrification of cars across regions 3.Government regulations for producing clean cars (fuel efficient with reduced emissions)	1.Initiatives for environmental Protection 2.Vehicle End-of-Life Management

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