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PIERER MOBILITY SWOT & PESTLE ANALYSIS

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Company Name : Pierer Mobility

Company Sector : Powered Two Wheelers/ Off-road motorcycles

Operating Geography : Austria, Europe, North America, India and Oceania

About the Company : Pierer Mobility AG, earlier known as KTM Industries Group, is the leading powered two-wheeler manufacturer of Europe. It has its headquarters located in Mattighofen, Austria. It develops, produces and distributes motorized recreational vehicles (power sports) and sports cars under the brands: KTM, Husqvarna and recently acquired Spanish off-road brand GASGAS. The KTM business division produces and sells street and off-road motorcycles and X-Bow Supercar in motorsports. Husqvarna division sells Husqvarna off-road and electric motorcycles that stand tall with its distinct brand positioning. Acquiring majority stake in GASGAS makes way for entry in the trial bikes segment for Pierer Mobility. They also sell clothes, accessories, vehicles, premium auto parts and original spare parts. They operate through subsidiaries and sales offices in Europe, the US, Mexico, Asia and South Africa. Pierer Mobility also fully consolidated electric bicycle division of German company PEXCO to grow in the field of electric mobility. KTM's tagline is 'READY TO RACE' to incorporate a sporty and off-road brand image to its premium powered two wheelers and appeal to millennial and Gen Z audience. The USP for Pierer Mobility lies in the company's ability to handle the entire product development process right up to economic industrialization.

Revenue :

1520.1 million - FY ending 2019 (YoY growth negative 2.5%)

1559.6 million - FY ending 2018

SWOT Analysis :

The SWOT Analysis for Pierer Mobility is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Developmental role in electric powertrain innovation 2.Offers full and diverse range of off-road motorcycles 3.Leading European powered two-wheeler group 4.Huge growth in KTM registrations in India 5.R&D drives the force for innovation in company 6.Strategic partnership with Bajaj 	<ul style="list-style-type: none"> 1.Weak cash position compared to the industry 2.High debt to equity ratio compared to the industry
Opportunities	Threats
<ul style="list-style-type: none"> 1.Gaining market share in 125 cc category in ASEAN countries 2.Setting up KTM off-road training centres 3.Opportunities in performance and urban e-mobility segment 4.Growing prospects for PTW in emerging markets 5.Bike sharing services as revenue model 	<ul style="list-style-type: none"> 1.Impact of COVID-19 on demand and supply chain 2.Declining US motorcycles market 3.High Competition and Pricing Pressure

PESTLE Analysis :

The PESTLE Analysis for Pierer Mobility is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1.Trade war between US and European Union 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1.Fall in disposable income and spending intent after COVID-19 outbreak 2.Homebody economy hindering adventure activities
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1.Motorsports as communication instruments 2.Emergence of off-road training centres 3.Demand in defence sector apart from recreational purposes 4.Psychological boosts with luxury bikes 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1.Innovations in the area of motorcycle safety 2.Cyber security and IT risks 3.Technology developments in mobility driving growth
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1.New Euro 5 emission standards for two wheelers in European Union 2.Regulations to be a key driver for the transition to electric vehicles 3.ABS made mandatory in bikes over 125 cc in India 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1.Lightweight construction and material expertise to save energy increase sustainability

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