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HERO MOTOCORP SWOT & PESTLE ANALYSIS

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Company Name : Hero MotoCorp

Company Sector : Automobile

Operating Geography : India, Asia, Global

About the Company : Hero MotoCorp is an Indian motorcycle and scooter manufacturing company. Founded by Mr. Brijmohan Lall Munjal on 19th January 1984 as Hero Cycles, Hero MotoCorp is a Largest two-wheeler selling company in the world for any particular country in terms of unit volumes sold by a single company in a calendar year, for 19 years in a row. Hero started its operation as a joint venture with Honda Motor Company, Ltd., a Japanese public multinational conglomerate. The partnership with Honda was dissolved on 16 December 2010. Hero MotoCorp has eight globally benchmarked manufacturing facilities, including six in India and one each in Colombia and Bangladesh each. In India, the facilities are namely in Dharuhera and Gurugram Haryana, Chittoor in Andhra Pradesh, Haridwar in Uttarakhand, Neemrana in Rajasthan, and at Halol in Gujrat. Neemrana and Halol plants are also known as ‘Garden Factories’ which have redefined green manufacturing. The facility in Colombia is located at Villa Rica in Cauca province (first Indian Company to start its manufacturing plant in Latin America) and at Jessore in Bangladesh, situated in the southwestern region of the country. The annual aggregate production capacity stands at 9 million units of two-wheelers. The company headquarters are situated in New Delhi, India.

As put in the annual report for FY 20, Hero Motor Corp’s strategy is “Our overarching strategy is to deliver efficient and accessible mobility solutions to the present and future generations through innovation and inclusiveness. We continue to set global benchmarks through our scale of operations and products.” Hero MotoCorp works with the vision to: “Be the future of mobility”. Hero MotoCorp’s mission statement has three aspects: 1. Create: A mobility roadmap 2. Collaborate: with partners and broader teams 3. Inspire: our stakeholders. Hero MotoCorp believes in 5 value: Passion, Courage, Respect, Responsible, Integrity.

Revenue :

INR 29,614 Crore - FY ending 31st March 2020 (y-o-y growth -13.76%)

INR 34,342 Crore - FY ending 31st March 2019

SWOT Analysis :

The SWOT Analysis for Hero MotoCorp is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong distribution network across India leading to huge customer base 2.World-class Research and Development capabilities 3.World's largest manufacturer of two-wheelers with global operations 4.Debt free with a strong balance sheet 5.Fortifying base in premium motorcycle and scooter segments 6.Dedicated huge customer base and strong market share 	<ul style="list-style-type: none"> 1.Declining RoE, RoA, RoCE for the past two years
Opportunities	Threats
<ul style="list-style-type: none"> 1.Green energy and ongoing buzz of Electric vehicles 2.Opportunities in emerging mobility segments 3.Growing 'youthful' premium segment 4.Current capacity utilization is 72.5% (average) which can be increased 	<ul style="list-style-type: none"> 1.Termination of BSIV norms have impacted demand 2.Globally hit Covid-19 pandemic impacting the automobile industry

PESTLE Analysis :

The PESTLE Analysis for Hero MotoCorp is given below:

Political	Economical
1.Government promoting loans taken to purchase EVs through tax deductions 2.Fame India Scheme II for the faster adoption of electric mobility	1.Average family and disposable income rising despite families being nuclear 2.Emerging markets (EMs) to lead economic growth though short-term volatility in India and other developing markets remains 3.Favourable credit scenario to drive growth 4.India on track to grow to a \$5 Tn economy by 2025
Social	Technological
1.Increasing preference for personal mobility 2.Increasing people's preference for premium vehicles	1.Technological advancements driving development of electric vehicles 2.Leveraging digitalization in automobile industry
Legal	Environmental
1.Safety regulation systems and policies 2.Emission control and regulation policies	1.Focus on sustainability in operations 2.Organizations increasingly conscious about carbon footprints they leave

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