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PSA GROUPE SWOT & PESTLE ANALYSIS

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Company Name : PSA Groupe

Company Sector : Automobiles

Operating Geography : France, Europe, Global

About the Company :

Groupe PSA (PSA stands for Peugeot Societe Anonyme) is one of the oldest automobile manufacturers. The company was established in 1810 as a metals company, and ventured into cars later as industrial revolution flourished. The company made its first car in 1890, and now boasts of a 200-year old history of surviving competition.

The company's first merger was done with the Citroen brand in 1976 to become the PSA Peugeot Citroen Group. Peugeot is a complete brand with vehicles in all sections of the market. Citroen also produces cars in all segments, but specializes in SUVs. Over the years it has acquired and held three other brands, DS, Opel and Vauxhall. DS is a luxury sports brand for premium consumers, while Opel and Vauxhall are manufacturers for the masses. Apart from these brands which are the majority of the business, the company also offers many automobile services like Free2Move and Eurorepar.

The company's most recent development is its merger with Fiat Chrysler Automobiles (FCA) for \$50 billion. This merger is supposed to make a company which would be fourth largest in size measured by vehicles produced per year. The company would comprise of 12 major automobile brands and have its reach multiplied to Europe as well as North America. The Group's mission statement reads "Our vision: to become a leading car manufacturer and a provider of mobility solutions to enhance our customers' freedom of movement on a day-to-day basis and around the world."

Revenue :

74,731 million – FY ending 31st December 2019 (Y-O-Y growth of +1%)

74,027 million – FY ending 31st December 2018

SWOT Analysis :

The SWOT Analysis for PSA Groupe is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong focus on customer satisfaction 2.Continual strong development in used car service segment 3.Offering a strong product mix 4.Development of a robust technology platform through FREE2MOVE 5.Strong financial performance and outlook 	<ul style="list-style-type: none"> 1.Unable to maintain market share in the Chinese market
Opportunities	Threats
<ul style="list-style-type: none"> 1.Becoming a major player in electrified mobility 2.Vertical integration in the electric vehicles segment 3.Increasing market share in developing countries across the world 4.LCV market growing in the Europe segment 5.Synergies to be achieved by the PSA-FCA merger 6.Selling cars online through digital stores 	<ul style="list-style-type: none"> 1.Possible loss of business and jobs due to Brexit 2.Loss in revenue due to exchange rate fluctuations 3.Downturn in global auto market

PESTLE Analysis :

The PESTLE Analysis for PSA Groupe is given below:

Political	Economical
1. Various taxation metrics in Eurozone now converging to CO2 taxation 2. Iran sanctions imposed by United States leading to major loss in business	1. Impact of COVID-19 on automotive industry 2. Currency crisis in Argentina affecting sales 3. Brexit impact on the automobile industry
Social	Technological
1. Large number of job losses in Opel factory as a result of cost-cutting 2. Changing consumer preferences regarding transportation	1. Shifting to dedicated EV architecture by 2025 2. Delay in development of fully autonomous vehicles
Legal	Environmental
1. Anti-trust concerns by EU regarding PSA-FCA merger	1. Groupe PSA in CDP's "Climate Change A-list" 2. Focus on innovations to reduce the environmental impact of materials

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