
S&P TEST

SWOT & PESTLE.com

PSA GROUPE SWOT & PESTLE ANALYSIS

© Barakaat Consulting - An Ezzy IT Consulting Business

This is a licensed product and is not to be photocopied or distributed. All rights reserved. Unauthorized reproduction is strictly prohibited. Research is based on best available materials and resources. To purchase reprints of this document, please email support@swotandpestle.com.

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:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Various taxation metrics in Eurozone now converging to CO2 taxation 2. Iran sanctions imposed by United States leading to major loss in business 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Impact of COVID-19 on automotive industry 2. Currency crisis in Argentina affecting sales 3. Brexit impact on the automobile industry
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Large number of job losses in Opel factory as a result of cost-cutting 2. Changing consumer preferences regarding transportation 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Shifting to dedicated EV architecture by 2025 2. Delay in development of fully autonomous vehicles
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Anti-trust concerns by EU regarding PSA-FCA merger 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Groupe PSA in CDP's "Climate Change A-list" 2. Focus on innovations to reduce the environmental impact of materials

Please note that our free summary reports contain the SWOT and PESTLE table contents only.

The complete report for **PSA Groupe** SWOT & PESTLE Analysis is a paid report at **12.53 U.S.D.**



* By clicking on "Buy Now" you agree to accept our "Terms and Conditions."



S&P

SWOT & PESTLE.com

SWOT & PESTLE.com is a leading strategy research portal covering detailed Strengths, Weaknesses, Opportunities, Threats (SWOT) and Political, Economic, Social, Technological, Legal and Environmental (PESTLE) analysis of leading industry sectors and organizations across the globe. Our full and comprehensive collection on SWOT and PESTLE has been written by our team of professional analysts consisting of MBA's, CFA's and industry experts. Our analysis has helped businesses, researchers and scholars with valuable insights to make strategic decisions and take their research forward.

We at SWOT & PESTLE.com aim to aid the understanding of the multifaceted business world by presenting a list of diverse companies from across the globe. Business organizations today cannot function in ways that ignore the surroundings that they are set in. SWOT & PESTLE.com makes a keen observation into this aspect and accounts for factors affecting such businesses.

Copyright Notice

The information provided in the SWOT and PESTLE research reports on www.swotandpestle.com are from publicly available documents and sources which are deemed reliable. Further the reports contain analysis and views from the SWOT & PESTLE.com research and analyst team which consists of qualified experts. While every attempt has been made to ensure completeness, accuracy and reliability of the analysis, Barakaat Consulting and its associate websites cannot be held responsible or legal liable for omissions or errors in our reports or on any of our pages.

(C)2024 Barakaat Consulting. All rights reserved. This report may not be reproduced, copied or redistributed, in whole or in part, in any form or by any means, without the express written consent of Barakaat Consulting. Also, Barakaat Consulting is the sole copyright owner of this report, and any use of this report by any third party is strictly prohibited without a license expressly granted by Barakaat Consulting. Neither all nor any part of the contents of this report, or any opinions expressed herein, can be used in advertising, press releases, or promotional materials without prior written approval from Barakaat Consulting. Any violation of Barakaat Consultings rights in this report will be executed to the fullest extent of the law, including the pursuit of monetary damages and injunctive relief in the event of any breach of the foregoing restrictions.

Client Support:
support@swotandpestle.com