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FERRARI SWOT & PESTLE ANALYSIS

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Company Name : Ferrari

Company Sector : Automobile

Operating Geography : Italy, Europe, Global

About the Company : Ferrari was founded by Enzo Ferrari in 1939 and is one of the world's leading luxury brands, focused on the design, engineering, production and sale of the world's most recognizable luxury performance sports cars. Their brand symbolizes exclusivity, innovation, state-of-the-art sporting performance and Italian design and engineering heritage. Its name and history and the image enjoyed by their cars are closely associated with our Formula 1 racing team, Scuderia Ferrari, the most successful team in Formula 1 history. From the inaugural year of Formula 1 in 1950 through the present, Scuderia Ferrari has won 238 Grand Prix races, 16 Constructor World titles and 15 Drivers' World titles. They design, engineer and produce cars in their production facility in Maranello, Italy, and sell them in over 60 countries worldwide through a network of 166 authorized dealers. The current product range includes five sports cars, four GT cars and two special series cars, as well as our Icona cars, introduced in September 2018 with the Ferrari Monza SP1 and SP2. They target clients seeking high performance cars with distinctive design and state of the art technology.

Revenue :

M 3,766 - FY ended 31 December 2019 (YoY growth 10%)

M 3,420 - FY ended 31 December 2018

SWOT Analysis :

The SWOT Analysis for Ferrari is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong research and development team with continuous focus on innovation 2.Huge product portfolio and strong brand equity 3.Extremely strong presence in the racing world 4.Huge portfolio of patents and other intellectual property 5.Increasing its commitment to sustainability 	<ul style="list-style-type: none"> 1.Low volume strategy may limit potential profits 2.Higher dependence on one production facility with a location disadvantage 3.Limited number of suppliers, many of which are single source suppliers
Opportunities	Threats
<ul style="list-style-type: none"> 1.Technological Advancement and developing hybrid cars 2.Expanding to new emerging economies and developing nations 3.Enlargement of customer base and leveraging the brand image 	<ul style="list-style-type: none"> 1.Highly competitive market 2.Stringent Environmental regulations 3.Increasing cost of developing new technology 4.Volatile demand for luxury performance goods

PESTLE Analysis :

The PESTLE Analysis for Ferrari is given below:

<p style="text-align: center;">Political</p> <ol style="list-style-type: none"> 1. Political stability and government spending 2. Trade regulations and industrial policy 3. Taxation Policy and change in tax rates 	<p style="text-align: center;">Economical</p> <ol style="list-style-type: none"> 1. Global economic or business conditions 2. Fluctuations in the inflation rate 3. Exchange rates & currency fluctuations
<p style="text-align: center;">Social</p> <ol style="list-style-type: none"> 1. Changing consumer preferences in luxury auto segment 2. Compliance with labour rights and employee safety 	<p style="text-align: center;">Technological</p> <ol style="list-style-type: none"> 1. Cyber security and associated risks 2. Technological Advancement and increasing focus on hybrid cars
<p style="text-align: center;">Legal</p> <ol style="list-style-type: none"> 1. Protection of Intellectual Property Rights 2. Regulatory compliances and restrictions in the Automobiles Industry 	<p style="text-align: center;">Environmental</p> <ol style="list-style-type: none"> 1. Complying with Environmental regulations 2. Increasing focus towards renewable energy and reduction of vehicle emissions 3. Waste management and disposal

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