SWOT ANALYSIS OF BMW



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Strengths

- Esteemed brand reputation for performance and luxury.
- Diverse product range including sporty coupes, luxury sedans, and SUVs.
- Pioneering technology in engines, aerodynamics, and driver assistance.
- Significant global scale with 31 manufacturing facilities across 15 countries.

Weaknesses

- High manufacturing costs impacting profit margins.
- Sluggish transition to electric vehicles with a limited EV portfolio.
- Heavy reliance on the luxury market, sensitive to economic downturns.
- Potential brand dilution from lower-priced models like 1 Series and X1.

Opportunities

- Booming SUV demand enhancing revenue prospects.
- China's burgeoning auto market aligning with BMW's brand allure.
- Promising EV market with potential for 30% of total sales by 2025.
- Autonomous driving technology offering differentiation and new revenue channels.

Threats

- Rising competition from premium brands like Mercedes and Audi.
- Trade tensions, particularly between the US and China, escalating costs.
- Economic downturns directly affecting luxury auto sales.
- Stringent regulations necessitating costly vehicle redesigns.