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## SAIC MOTOR SWOT & PESTLE ANALYSIS

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**Company Name :** SAIC Motor

**Company Sector :** Automobile

**Operating Geography :** Asia, China, Global

**About the Company :**

SAIC Motor Corp Ltd (SAIC Motor), a subsidiary of Shanghai Automotive Industry Corporation (Group) is a manufacturer of passenger cars and commercial vehicles. The company provides a range of components such as engines, gearboxes, powertrains, chassis, interior, exterior and other miscellaneous electronic components. It also offers logistics services, mobility services, auto E-commerce, energy-saving and recharging services, auto-related finance, insurance and investment. SAIC Motor also carries out research and development, production and sales of auto parts (such as power drive system, chassis, interior and exterior trims, etc.), auto-related services (ex., logistics, e-commerce, mobility services, etc.), auto-related finance, big data, and artificial intelligence. It has overseas operations and international commerce and trade business. SAIC Motor's has around 9 subsidiaries including SAIC Passenger Vehicle Branch, SAIC Maxus, IM MOTORS, SAIC Volkswagen, SAIC General Motors, SAIC-GM Wuling, NAVECO, SAIC-IVECO Hongyan, and Sunwin. In 2022, an affiliate of SAIC Motor, Anji Logistics Co. Ltd., signed an agreement with China State Shipbuilding Corp (CSSC). The agreement states that CSSC will build a couple of customized roll-on-roll-off ships for Anji to meet the growing demand of its overseas business.

SAIC Motor's unique selling proposition or USP lies in being the largest auto group in China. SAIC Motor's vision and mission statement reads, "Delivering extraordinary mobility solutions with green and sustainable technology."

**Revenue :**

US Dollars 107.555 billion - FY ending 2021 (y-o-y decline 11.9%)

US Dollars 122.072 billion - FY ending 2020

## SWOT Analysis :

The SWOT Analysis for SAIC Motor is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>1. One of the 'Big Four' state-owned multinational automotive firm</li> <li>2. Consistently ranked among the top 100 in the Fortune Global 500</li> <li>3. Ranks first in terms of vehicle production and sales in China</li> <li>4. End-to-end presence in the auto market including manufacturing and sales, finance, insurance and international operations</li> <li>5. Dominates the batteries, electric drives and electric control systems in China</li> </ul>	<ul style="list-style-type: none"> <li>1. Slump in sales due to the pandemic</li> <li>2. Low brand awareness of SAIC's in-house brands</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>1. SAIC-GM-Wuling joint venture commands second-highest share in EV market</li> <li>2. The firm is building on technical hardware, integrated ecological platform and innovative software as competitive advantages in the EV market</li> </ul>	<ul style="list-style-type: none"> <li>1. Subsidies on new energy vehicles reduced, bound for complete withdrawal in 2023</li> <li>2. Legislations to impact ICE to EV manufacturing ratio</li> <li>3. Adjustment in automotive market and shortage of chips</li> </ul>

## PESTLE Analysis :

The PESTLE Analysis for SAIC Motor is given below:

Political	Economical
1.Abolition of foreign ownership restrictions in Chinese automotive industry 2.Impact of India-China border dispute	1.Rebound of the economy from the pandemic
Social	Technological
1.New trends of consumption across user income groups and age groups 2.Rising trend of car rentals in China 3.Decreasing brand loyalty among Chinese consumers	1.Data analytics for improved consumer experience 2.AI pioneer in Chinese auto industry 3.R&D for new energy vehicles
Legal	Environmental
1.Disputes among domestic auto companies in China	1.Promoting new energy vehicles to reduce emissions

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