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ASTON MARTIN SWOT & PESTLE ANALYSIS

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Company Name : Aston Martin

Company Sector : Luxury Automobiles

Operating Geography : United Kingdom, Europe, Global

About the Company : Aston Martin Lagonda Global Holdings plc. is a British independent manufacturer of luxury sports car and grand tourer. Its headquarters and main production site are located at Gaydon, Warwickshire, England, United Kingdom. It was established in 1913 by Lionel Martin and Robert Bamford. It is one of the only independent luxury car group which has more than 100 years of experience in two brands, Aston Martin and Lagonda, intending to deliver the most accomplished and beautiful automotive art in the world. Aston Martin was founded in 1913, and Lagonda was founded in 1904 and is the world's first car brand driven by zero-emission powertrain technologies. The company's model line-up consists of three models, Grand Tourer (DB11) (GT), Super GT (DBS Superleggera), and sports car (Vantage). It also produces four-door and four seat sports coupe (Rapide S). The company has participated in selective brand extensions, collaborations, and partnerships since its inception. Few of their corporate partners include Bowmore, Hackett London, Juniper Networks, etc. In 2015, the company adopted an ambitious strategic plan, "the Second Century Plan," comprising of three phases: business stabilization, core strengthening, and expansion of product portfolio. The company has received multiple awards for its products. A few such awards are: 2016 T3 Design Award won by DB11, Prestigious Golden Steering Wheel Award in 2017, and Aston Martin was named Luxury Brand of the year in 2018.

Aston Martin's USP or unique selling point lies in being one of the world's most iconic and leading luxury companies that pays the greatest attention to the design, engineering and manufacturing of high end luxury cars. The cars manufactured by the company exude luxury, exclusivity, elegance, innovation and are at the pinnacle for styling and design.

Revenue :

£ 1096.5 million – FY ending 31st Dec 2018, (y.o.y growth of 25%)

£ 876 million – FY ending 31st Dec 2017

SWOT Analysis :

The SWOT Analysis for Aston Martin is given below:

Strengths	Weaknesses
1.Strong global brand and sales power 2.World-class design and engineering topped with stellar execution 3.Innovative Technological Features 4.Strategic Partnerships	1.Dependence on a limited number of suppliers 2.Dependency on dealers for sales and promotion 3.Liquidity issues plaguing the luxury car maker 4.Risks associated with Geographical growth strategy
Opportunities	Threats
1.Transition from hardware to software driven devices 2.Rise of the Electric Vehicle Market	1.High Competition in the Industry 2.Car models high on fuel consumption and greenhouse gas emissions 3.Unpredictable developments in emerging markets

PESTLE Analysis :

The PESTLE Analysis for Aston Martin is given below:

Political	Economical
1.Uncertainty surrounding the planned exit of UK from EU 2.Exposure to global political developments	1.Impact of global economic condition 2.Credit and Market risk due to foreign exchange rates 3.Rise in the number of HNWI's (High Net Worth Individuals)
Social	Technological
1.Shifting consumer preferences and increasing disposable incomes 2.Used car market continues to grow 3.Wooing female customers and growing its target audience	1.Growing interest in alternative fuels and move towards electrification 2.Digitization and advanced technologies 3.Self-driving autonomous car
Legal	Environmental
1.Susceptibility to product liability claims or losing license of operation due to non-compliance 2.Compliance with new laws, regulations or policies of governmental organizations will raise capital and research costs 3.Compliance with specific vehicle safety norms might hurt manufacturer's sales and margins	1.Curbing Greenhouse Gas Emission for greener cars 2.Environmental Sustainability 3.Trend towards low engine capacity and new drive technologies

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