

# SWOT ANALYSIS OF GENERAL MOTORS



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## Strengths

- Comprehensive brand portfolio including Chevrolet, Cadillac, GMC, and Buick.
- Operates globally in over 100 countries with significant scale benefits.
- Over a century of manufacturing expertise with advanced supply chain management.
- Strategic investments in electric and autonomous vehicle technologies.



## Weaknesses

- Slow decision-making due to a complex organizational structure.
- High legacy costs affecting competitiveness, including pensions and healthcare.
- Overreliance on the North American market for vehicle sales.
- Bureaucratic culture potentially stifling innovation and market responsiveness.



## Opportunities

- Potential leadership in the burgeoning electric vehicle market.
- Early mover advantage in autonomous vehicle technology with Cruise.
- Growth prospects through expansion into emerging markets.
- Revenue generation from connected vehicle data via new services and software.



## Threats

- Sensitivity to economic fluctuations impacting vehicle sales.
- Strong competition in the auto industry, notably in EVs.
- Regulatory challenges including emissions, fuel economy, and safety standards.
- Vulnerability to increasing costs of steel, aluminum, semiconductors, and labor disputes.