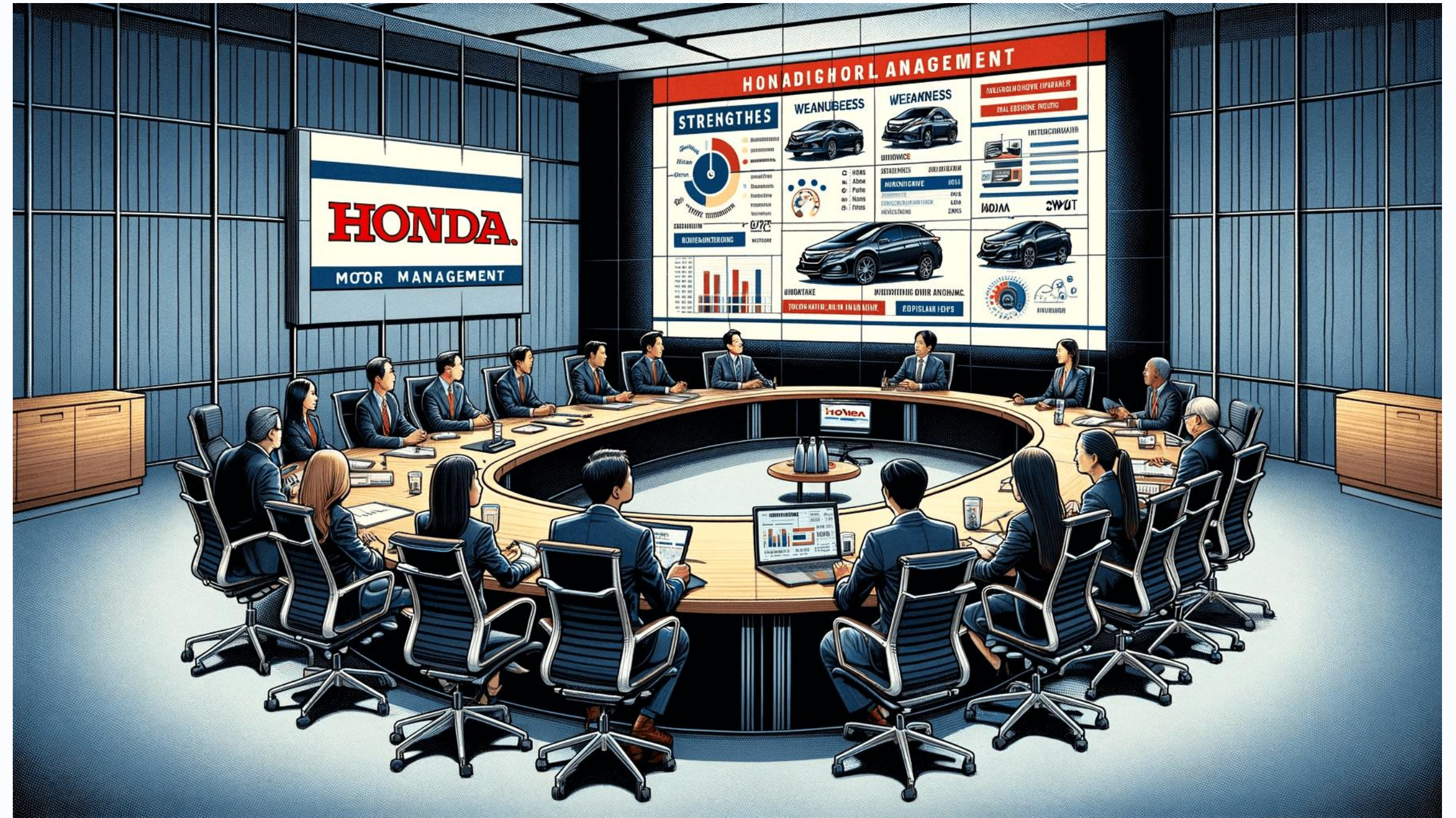


SWOT ANALYSIS OF HONDA MOTOR



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Strengths

- Renowned brand known for quality and innovation.
- Diverse products from motorcycles to aircraft.
- Extensive global distribution and dealer network.
- Efficient global manufacturing with economies of scale.



Weaknesses

- Overly dependent on automobile revenue.
- Limited presence in electric and luxury SUVs.
- Brand value lower than top competitors.
- Declining market share in key markets.



Opportunities

- Expanding motorcycle market in developing countries.
- Potential growth in electric vehicles and luxury SUVs.
- Strategic partnerships for new technology adoption.
- Emerging markets offer new growth avenues.



Threats

- Fierce competition in U.S. and China markets.
- Rising costs of steel and aluminum impacting margins.
- Stringent global emissions regulations.
- Risks from new tech like autonomous vehicles and economic factors.