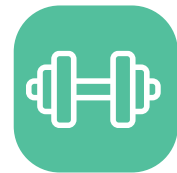


SWOT ANALYSIS OF NISSAN



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Strengths

- Strong global brand with household names like Nissan, Infiniti, and Datsun.
- Diverse vehicle lineup, from affordable cars to luxury sports models.
- Extensive global reach, selling in over 190 countries.
- Strong market position in China and early leadership in electric vehicles.



Weaknesses

- Declining profits and sales, particularly in the US market.
- Quality issues leading to significant recalls impacting brand image.
- Overlapping brands and models causing internal competition.
- Fallen behind in the rapidly growing EV market compared to rivals.



Opportunities

- Rising demand for SUVs and crossovers in major markets.
- Potential expansion in developing markets with growing automobile demand.
- Opportunity to lead in the electric vehicle space by leveraging early investments.
- Prospects in autonomous driving technology and beneficial partnerships.



Threats

- Intensifying competition from EV startups, tech companies, and traditional automakers.
- Slowing auto sales in China amid economic and trade challenges.
- Rising costs due to new technology investments and regulatory pressures.
- Currency fluctuation risks, particularly with the Japanese Yen