

SWOT ANALYSIS OF VOLKSWAGEN



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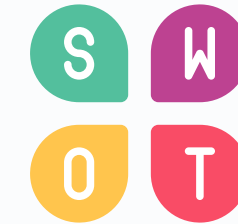
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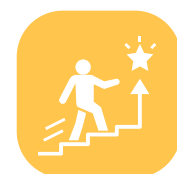
Strengths

- Diverse brand portfolio enhances market segmentation.
- Dominant market share in Europe (25%+).
- Global presence yields scale benefits.
- Advanced R&D in powertrain and manufacturing.



Weaknesses

- Complex management of overlapping brands.
- High-cost structure diminishes profitability.
- Reputation impacted by emissions scandal.
- Over-reliance on Chinese market.



Opportunities

- Growth potential in SUV and crossover markets.
- Expansion possibilities in emerging economies.
- Ambition to lead the electric vehicle market.
- Prospects in autonomous driving technologies.



Threats

- Competition intensifying with industry disruption.
- Cyclical nature of the auto market affects sales.
- Vulnerability to rising commodity prices.
- Stricter emissions standards require heavy investment.