



SWOT ANALYSIS

XPENG 2024

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SWOT ANALYSIS Summary

XPENG

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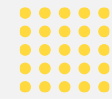




SWOT ANALYSIS – XPENG 2024



STRENGTHS



- **Advanced Technology:** Includes ADAS and OTA updates.
- **Vertical Integration:** Enhances user experience with in-house tech development.
- **Direct Sales:** Controls pricing and customer relationships effectively.
- **Strong Brand:** Appeals to China's urban middle class.
- **Financial Stability:** Ample cash for R&D and expansion.



WEAKNESSES



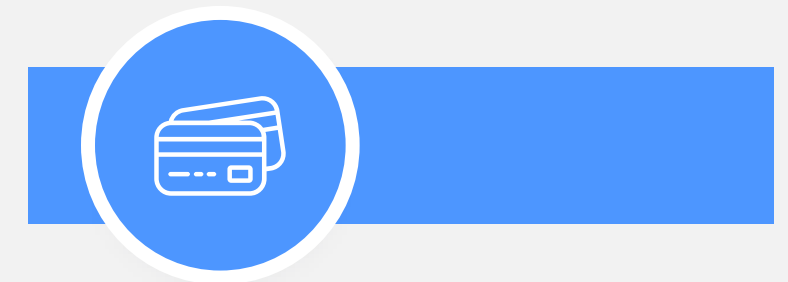
- **Limited Models:** Fewer options than competitors.
- **China Dependence:** Exposed to domestic risks.
- **Supply Chain Issues:** Vulnerable to disruptions.
- **High Competition:** Crowded Chinese EV market.
- **Profitability Issues:** High costs affect earnings.



OPPORTUNITIES



- **EV Market Growth:** Benefiting from the shift to electric mobility.
- **Global Expansion:** Potential in international markets.
- **Strategic Partnerships:** Can foster innovation.
- **Autonomous Tech:** Positioned for future driving trends.
- **Market Diversification:** Exploring new sectors.



THREATS



- **Rising Competition:** Pressure from both new and established players.
- **Regulatory Changes:** Could affect operations.
- **Tech Disruptions:** Risk of becoming outdated.
- **Economic Risks:** Potential demand decline in downturns.
- **Cybersecurity:** Essential to protect data.

