

# SWOT ANALYSIS

## VOLVO



# SWOT ANALYSIS OF KINNEVIK



Strengths	Weaknesses
<ul style="list-style-type: none"><li>▪ Strong brand reputation for safety and sustainability, attracting premium customers</li><li>▪ Global footprint across key markets, enabling adaptability</li><li>▪ Balanced portfolio catering to diverse needs</li><li>▪ Leading safety expertise with real-world data</li><li>▪ Investment in advanced technology and software-defined vehicles</li><li>▪ Strategic partnerships with industry leaders</li><li>▪ In-house development of e-motors and battery packs for better control</li></ul>	<ul style="list-style-type: none"><li>▪ Dependence on the turbulent Chinese market affecting sales</li><li>▪ High investment costs impacting free cash flow</li><li>▪ Complex global supply chain increasing risks</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>▪ Capitalizing on the growing premium EV market with early investments</li><li>▪ Expanding into services like plans, insurance, and energy solutions</li><li>▪ Leveraging AI and data to enhance safety and customer experience</li></ul>	<ul style="list-style-type: none"><li>▪ Intensifying competition in the EV segment threatening market position</li><li>▪ Economic uncertainties impacting sales and supply chains</li><li>▪ Shifting consumer preferences requiring constant adaptation</li><li>▪ Regulatory changes increasing costs and affecting market access</li></ul>