


Hyundai

SWOT

ANALYSIS

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Company Background

Key Facts	
Name	Hyundai Motor Company
Founded	December 29, 1967
Logo	
Industries served	Automotive (Cars, Commercial Vehicles, Busses)
Geographic areas served	Worldwide (186 countries)
Headquarters	Seoul, South Korea
Current CEO	Mong Koo Chung, Won Hee Lee, Gap Han Yoon
Revenue (Korean Won)	KRW₩ 91,959 billion (2015) 3.03% increase over KRW₩ 89,256 billion (2014)
Profit (Korean Won)	KRW₩ 6,509 billion (2015) -14.91% decrease over KRW₩ 7,649 billion (2014)
Employees	163,204 (2016)
Parent	Hyundai Motor Group
Main Competitors	Bayerische Motoren Werke AG, Chrysler Group LLC, Daimler AG, Ford Motor Company, General Motors Company, Honda Motor Company, Nissan Motor, Tata Motors, Ltd., Toyota Motor Corporation, Volkswagen

Hyundai Motor Company is an automotive manufacturer from Seoul South Korea. The organization was laid out in 1967 by organizer Chung Ju-Yung as a development organization. Throughout the long term the organization went significant restructurings and is currently a piece of many organizations bearing 'Hyundai' name. Hyundai Motor gathering plans, fabricates and sells light vehicles, business vehicles and transports. It is the world's fifth biggest automaker, which sold 4.963 million units through 6000 showrooms in 186 nations in 2015

The organization controls 32.8% of Kia Motors and alongside different auxiliaries, structures Hyundai Motor Group organization. As per Interbrand, Hyundai brand is the world's 35th worth US\$12.5 billion. The organization's vehicles are viewed as one of the most secure in the business and has been allowed various wellbeing grants.

Strength

1. Greatness in vehicle wellbeing and configuration demonstrated by many honors
2. The sixth most elevated car brand notoriety on the planet
3. Viable innovative work (R&D) spending bringing about new creative vehicles
4. Minimal expense to drive and strong vehicles
5. Solid presence in China's market

Weakness

1. Unfortunate brand portfolio, prompting less deals
2. Low presence in the most grounded U.S. vehicle market and no presence in Japan's vehicle market
3. Declining nature of organization's administration
4. Item harmed brand notoriety

Opportunities

1. Further developing U.S. economy
2. Timing and recurrence of new model deliveries
3. Low fuel costs opening new business sectors for Hyundai
4. Electric cars

Threats

1. Expanded competition
2. Increasing Korean Won trade rates
3. Expanding unofficial laws might raise the expenses
4. Easy availability of better Substitutes
5. Lack of innovation in designing