**Slide: Weaknesses**

Hi everyone, let’s talk about some of Honda Canada’s weaknesses and how they might address them.

**High Operating Costs**

Their operating costs are quite high right now. To stay competitive, they need to find ways to cut expenses and work more efficiently.

**Dependence on Few Models**

They rely heavily on just a few car models. By offering a wider variety of cars, they can attract more customers and reduce the risk if one model doesn’t perform well.

**Challenges in Rapid Adaptation**

They sometimes struggle to adapt quickly to market changes. Becoming more flexible and responsive will help them keep up with new trends and technologies.

**Slide: Opportunities**

Next, let’s look at some opportunities Honda Canada can take advantage of.

**Growing EV Market**

Electric vehicles are gaining popularity. By expanding their range of electric cars, they can meet this growing demand and position themselves as leaders in this market.

**New Markets**

There are new regions where car sales are increasing. Expanding into these areas can help them grow their market share and boost sales.

**Strategic Alliances**

They can stay ahead of the competition and develop innovative products by collaborating with tech firms.

**Slide: Threats**

Now, let’s discuss some threats they face and how they might handle them.

**Intense Competition**

The car market is very competitive. To stand out, they need to focus on making high-quality cars and continuously innovating.

**Supply Chain Disruptions**

Problems with their supply chain can delay production. To reduce these risks, they should consider improving their supply chain and diversify their suppliers.

**Economic Volatility**

Economic fluctuations can impact their sales. They can maintain stability by carefully controlling expenses and having strategies in place to deal with ups and downs in the market.

**Slide: HR Priorities**

Here are some key HR priorities for Honda Canada to support their business strategy.

**Talent Acquisition and Development**

They need to focus on hiring and training people, especially for roles related to electric vehicle production. This will help them stay competitive and address any skill gaps.

**Employee Engagement and Retention**

It's crucial to maintain employee satisfaction and reduce turnover. This ensures they have a motivated workforce working towards their goals.

**Diversity and Inclusion**

They should focus on hiring people from different backgrounds and offer training to address unconscious bias. This will encourage new ideas and help achieve their diversity goals.