

PESTEL  $\Rightarrow$  BOAT.

(Political)

Make in India & PLI schemes.

- Import duties on electronics & components

(Economics)

Price sensitive market

Currency fluctuating

Competition

(Social)

Youth centric consumer culture

Fitness & wellness trends

Lack of brand loyalty.

Celebrity marketing

Technologically

- Fast innovation cycle
- R&D investment pressure

Environmental

- E-waste concerns
- Battery disposal issues.

Legal

- Data privacy laws
- I.P. & patent laws.

PESTEL  $\Rightarrow$  JBL

Political ↴

- Global manufacturing
- Stability in key markets (North America, Europe, Asia)
- Government incentives for electronics manuf.

Economic ↴

- Growth in developing market
- Exchange rate fluctuation.

Social ↴

- Lifestyle tech adoption
- Brand perception
- Fitness trends.

Technological ↴

- Integration with ecosystems
- Rapid innovation cycles.

Environmental ]

- sustainable pressure.
- Ewaste regulations

Legal ]

- warranty & consumer regulations.
- data privacy laws

## Porter five forces - BoAT

### ① Threat for new entrants ↴ {High threat}

- E-commerce Platforms → distribution easy.
- Low entry barrier
- However, BoAT's market presence creates resistance

### ② Bargaining power of suppliers ↴

- Heavy dependence on imported components & Chinese manufacturers.
- Any geopolitical or logistics issue can affect supply
- BoAT's large scale gives it self power.

### ③ Bargaining power of buyers ↴

- price sensitive buyers
- wide choice of alternatives
- weak brand loyalty.

4.

## Threat of substitutes

- Substitute electronics: wired earphones, traditional speakers
- Lifestyle reduces this threat.

5.

## Industry Rivalry

- Highly crowded & competitive market.
- Rapid tech. cycle. → constant product launches

PSF → JBL ↴

### 1) Threat of new entrants ↴

- Strong brand reputations
- new entrants → limited budget  
can't compete with high quality audio.

### 2) Bargaining power of suppliers ↴

- JBL has Samsung's global supply ecosystem
- Multiple component sourcing options reduce dependence on single suppliers.

### 3) Bargaining power of buyers ↴

- many alternatives
- high price sensitivity
- Premium customers expect high quality

#### 4. Substitute threat

- cheaper unbranded audio products
- Fewer options for those who prefer luxury.

#### 5. Industry rivalry

- Extremely competitive
- Premium competition: Sony, Bose, Apple, Sennheiser.
- Mid-Budget  $\Rightarrow$  boAt, Noise, Xiaomi.
- Rapid innovation cycles
- Aggressive price war