

## ***Pestle Analysis For Kia Motors***

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### **Pestle Analysis For Kia Motors**

About Kia Motors : Kia motors headquartered at Seoul is South Korea's one of the leading automobile manufacturers. Kia was first established in 1944 and was the manufacturer of first domestic cycle of Korea. Kia motors has a wide spread global presence from Korea, Mexico, India and many other countries.

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### **Kia Motors SWOT & PESTLE Analysis Case Study: Solution ...**

Posts about Pestle Analysis written by Management Rules. Introduction to KIA Motors. From its humble beginning in 1944 at Seoul, South Korea (kia.co.uk, 2016), KIA Motors Corporation has grown into a leading motor vehicle manufacturing in Korea (MarketLine, 2015) and now has a place in the world market.

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Industry Analysis: Kia Motors Essay example 2367 Words 10 Pages History In 1944, Kia Motors Corporation of Seoul, Korea, was founded as a manufacturer of steel and bicycle parts (Kia.com).

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The PESTEL / PEST Analysis of KIA Motors will cover all macro environment factors that impact Auto & Truck Manufacturers - political factors, economic factors, social factors, technological factors, environmental factors and legal factors. KIA Motors (270) is listed on Seoul stock exchange and has a market capital of 12526.16B.

### **Solved : KIA Motors PESTEL / PEST Analysis**

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This is The SWOT analysis of Kia Motors. Kia Motors which was the second largest automaker in South Korea is currently a fully owned subsidiary of the Hyundai Motor Corporation. The company has competencies in automobile and history for more than seven decades

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Liability laws in different countries are different and Kia Motors may be exposed to various liability claims given change in policies in those markets. Limitations of SWOT Analysis for Kia Motors. Although the SWOT analysis is widely used as a strategic planning tool, the analysis does have its share of limitations.

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INFORMAL SITUATIONAL ANALYSIS - KIA MOTORS CORPORATION 2312 Words | 10 Pages. INFORMAL SITUATIONAL ANALYSIS - KIA MOTORS CORPORATION An informal situational analysis is being conducted on KIA Motors Corporation to analyse critically the internal and external environment as it concerns KIA so as to determine its capabilities, customers, positioning and competitors within its business environment.

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Marketing Environment audit and opportunities/Threats analysis PESTEL Analysis. KIA Motors is an automotive industry, founded in 9 th June, 1944 in. The headquarter of this company is established at South Korea. The automotive industries are now enjoying a relatively strong and growing market. PESTLE analysis of Kia motors shows the following ...

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The PESTEL framework is used to help evaluate how external factors might affect a company's

performance. The factors includes: political, economic, social, technological, environmental, and legal. These forces are intrinsic to the global environment and create both opportunities and threats to companies such as Ford.

## **Pestle Analysis For Kia Motors**

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