

# SWOT ANALYSIS – JBL

<b>Strengths</b> <ul style="list-style-type: none"><li>• Strong global brand recognition in portable audio products.</li><li>• Backed by Harman &amp; Samsung, enabling advanced R&amp;D; and global reach.</li><li>• Popular sound signature with strong bass appealing to mass consumers.</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Bass-heavy tuning may not satisfy professional audiophiles.</li><li>• Overlapping product models create consumer confusion and higher costs.</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Rising demand for wireless audio, gaming headsets, and soundbars.</li><li>• Scope for innovation using AI audio, eco-friendly materials, and rugged designs.</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Strong competition from Sony, Bose, Marshall, and budget brands.</li><li>• Rapid technological changes and regulatory challenges.</li></ul>

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