

Assignment 1

SWOT Analysis of JBL

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1. Strengths

- Strong global brand reputation.
- Wide product range across speakers, headphones, and professional audio.
- Innovative technology and durable design.
- Strong backing from Harman & Samsung.

2. Weaknesses

- Higher pricing compared to local brands.
- Battery degradation over time.
- Limited appeal for high-end audiophiles.
- Counterfeit product issues.

3. Opportunities

- Growing wireless audio market.
- Expansion into smart home devices.
- High potential in emerging markets.
- Growing gaming industry demand.

4. Threats

- Strong competition from Sony, Bose, Boat, etc.
- Price wars in the audio market.
- Rapid technological changes.
- Economic slowdowns affecting premium product sales.