

SWOT ANALYSIS – JBL

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

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