MOSCOW STATE REGIONAL UNIVERSITY

BMW: SWOT ANALYSIS

KATRIN PANOVA
5TH YEAR STUDENT
FACULTY OF GEOGRAPHY AND ECOLOGY

HISTORY OF BMW

- 7 MARCH 1916 - companies of Karl Rapp and Gustav Otto merged into Bayerische Motorenwerke.
- 1923 – first motorcycle R 32, produced vehicles
- 1928 – became an automobile manufacturer
- By 1941 – expanded its production of aircraft engines

Headquarters Germany
Current CEO Norbert Reithofer
Revenue € 76.848 billion (2012)
Profit € 5.122 billion (2012)
Employees 105,876 (2012)

From 1917 each of the product of the company proudly displayed the BMW emblem, which incorporates Bavarian state colours.

100 years of BMW history

STRENGTHS

- **Brand reputation**
- **Environment friendly vehicles**
- **Quality products**
- **Highly skilled workforce**
- **Corporate Social Responsibility (CSR)**
- **Strong brand presence in China**

WEAKNESSES

- **High cost structure**
- **Weak brand portfolio**
- **Perception of high prices**
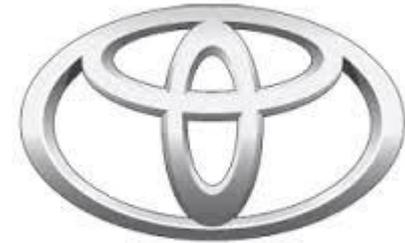- **Too few acquisitions and strategic partnerships**

OPPORTUNITIES

- **Increasing fuel prices**

- **Positive attitude towards "green" vehicles**

- **Expand brand portfolio**

- **Changing customer needs**

THREATS

- **Intense competition**
- **Rising raw material prices**
- **Decreasing fuel prices**
- **Growing euro exchange rate**

COMPETITORS

US Large Luxury Car Sales

Tesla Model S sales are an estimate from EV Obsession.

2014 Sales

Model	2014 Sales
Mercedes-Benz S-Class	25,276
Tesla Model S	18,480
BMW 7-Series	9,744
BMW 6-Series	8,647
Lexus LS	8,559
Audi A7	8,133
Mercedes-Benz CLS-Class	6,981
Audi A8	5,904
Porsche Panamera	5,740
Jaguar XJ	4,329

STATISTICS

Model	2015 Sales	2014 Sales	% Change
Audi A7	7721	8133	-5.07%
Audi A8	4990	5904	-15.48%
BMW 6-Series	8146	8647	-5.79%
BMW 7-Series	9292	9744	-4.64%
Jaguar XJ	3611	4329	-16.59%
Lexus LS	7165	8559	-16.29%
Mercedes-Benz CLS-Class	6152	6981	-11.88%
Mercedes-Benz S-Class	21934	25276	-13.22%
Porsche Panamera	4985	5740	-13.15%
Tesla Model S	26566	18480	43.76%
Total	100562	101793	-1.21%

THANK YOU FOR ATTENTION