Module: International Marketing Planning

[Formative Assessment - SWOT Analysis](https://canvas.lincoln.ac.uk/courses/85/assignments/472)

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 **Mercedes Benz S.W.O.T Analysis**

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|   **INTERNAL** | **STRENGTH**LeaderCharge structureTrade communityDivision and Hand overFinancial positionAutomationSkilled employeesInnovationSocial mediaProduct Portfolio and Quality | **WEAKNESSES**Low current ratioDiversificationWorkers politicsPsychological stressHigh employee turnover rate |
|   **EXTERNAL** | **OPPORTUNITIES**NetworkE-businessTechnical developmentPopulusSponsorshipInterest rateTax PolicyGlobalization | **THREATS**Rising competitionConsumer Taste ChangingRising input costPolitical uncertaintiesNew participants |

**Challenges for Mercedes Benz**

The challenges will face due to the high mobility of the autonomous drive. The rising charges of fuel can change the customer's choice, so one should have the product with high potentials but with low prices (Keinan et al., 2019). Mobility services have to fulfill the traditional needs as well as the potential of innovations to have a big market share.

**Strengths of Mercedes Benz**

Mercedes Benz highlights a brand value, and the organization is a pioneer in advancement (Shaw, 2019). The organization's goal is to accomplish sustainable gainful development, and minimal cost structure encourages making it moderate for its customers. The character of the brand is an element of its judicious qualities, yet these must be expanded and conveyed to purchasers through promoting, plan, bundling, compelling dissemination, and show. In this position, the organization’s character in the buyer’s brain produces certainty and makes the buying condition. Keeping up organization values has suggestions for present execution as well as for future flourishing. Innovation is a major significance to the development and upkeep of effective products of Mercedes Benz. So enhancing the differentiation innovation perform the specific activities that affect the customers, and there will be more sell rate of the product with the given price. Mercedes Benz has to constantly work on consumers' understanding with the help of the dealer’s community for the financial accounting standards and the development of the organization (Zanchi et al., 2018).

**Weaknesses of Mercedes Benz**

Mercedes Benz has a high turnover worker ratio, which can be overcome by providing more opportunities to their workers that bring loyalty between them and the organization. Organizations should provide the workplace to the racial foundation that will promote the ability, and there will be the workers equal to the real work required this will never put the employees under physiological pressure, and there will be a healthy atmosphere that results in the more production of the organization (Diermeier, 2017). The satisfied employees will promote the products due to the healthy relationship, and results will be the off to chart and more current ratio.

**Opportunities of Mercedes Benz**

The populace has been expanding and increment in the number of likely purchasers, and a low expansion rate gives a chance to the organization at lower financing cost. Mercedes Benz should utilize the E-business industry for the development of deals. The less tax rate opportunity can break the transport barrier and can bring the brand in different nations with the help of sponsorship (Australia, 2017). Sponsorship can make the brand more visible and highlighted that it would develop a connection between the product's name and the people. Virtual organization opportunity should use by the Mercedes Benz to joined the vendors by IT technology to exploit the marketing by sharing ideas and skills (Fischer, 2019).

**Threats of Mercedes Benz**

Technological advancement by a couple of contenders and bartering intensity of providers diminishing Mercedes Benz by and a large piece of the overall industry along these lines expanding rivalry and new participants in business sectors are the danger to Mercedes Benz. Mercedes Benz innovation has the potential to change the innovation according to the customer's demand with the help of youth ideas (ARENDAS, 2016). This will bring the healthy relationship between products of Mercedes Benz and people.

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