

**Nissan Motors**

**Parent Company**

**Nissan Motor Company**

**Category**

Sedans, Hatchbacks, SUV's

**Sector**

Automobiles

**Tagline/ Slogan**

Innovation that excites; Shift; Shift expectations ; You can with a Nissan; Just wait you drive it.

**USP**

Nissan is one of the top manufacturers in Japan

### Nissan STP

#### Segment

Complete automobile segment including hatchbacks, sedans & SUV's

#### Target Group

Young executives from the upper-middle income bracket

#### Positioning

Nissan car which will give you a memorable driving experience

### Product Portfolio

#### Brands

1. Nissan 370Z

2. Nissan Micra

3. Nissan Teana

4. Nissan X Trail

## Nissan SWOT Analysis

### Strengths

1. Nissan is one of the most popular automobile brand names having a high global reach

2. Has over 1.5 million employees globally

3. Production output capacity can manufacture around 4 million units

4. Nissan is a pioneer in the electric car segment having its global presence

5. Nissan has manufacturing locations in Japan, India, Brazil, Spain, Thailand, USA, Malaysia and other

6. Nissan is actively present in motorsports events held globally

7. The brand has excellent advertising and branding

8. Nissan also manufactures trucks and hybrid cars

### **Weaknesses**

1. No stronghold yet in emerging markets as compared to other brands

2. Limited market share growth of Nissan due to intense competition

### **Opportunities**

1. Developing hybrid cars and fuel efficient cars for the future can be a huge opportunity for Nissan

2. Tapping emerging markets across the world and building a global brand

3. Nissan can target the fast growing automobile market

4. Joint ventures with existing automobile players can help the brand have a stronger geographic reach

### Threats

1. Government policies for the automobile sector across the world
2. Ever increasing fuel prices can lead to decline in car sales
3. Intense competition from global automobile brands means reduction in Nissan's market share
4. Substitute modes of public transport like buses, metro trains etc

### Competition

#### Competitors

1. Honda

2. Ford

3. Toyota

4. Chevrolet

5. Fiat

6. Mitsubishi

7. Maruti Suzuki

8. Tata Motors

9. Skoda

10. Volkswagen

11. Volvo

12. Hyundai