

OVERVIEW

- SWOT analysis
- Goals
- Strengths
- Weaknesses
- Threats
- Opportunities
- Recommendations
- Conclusion

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STRENGTHS
Wide range of car models

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STRENGTHS
Wide range of car models

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WEAKNESSES
What did Skoda against its weakness?

- Price
- Quality
- Customer service
- Marketing

SWOT ANALYSIS

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STRENGTHS

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STRENGTHS
Innovative advertising

Television
WeChat
Facebook

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WEAKNESSES
The cause

Focus on product
Focus on customer

THREATS

CONCLUSIONS

- SWOT analysis provides relevant internal knowledge
- Helpful to identify strengths and weaknesses
- Provides tool for management

THANK YOU FOR YOUR ATTENTION!
ARE THERE ANY QUESTIONS?

SKODA

Manufacturer of cars in the Republic of Czechia

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STRENGTHS

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WEAKNESSES

THREATS

OPPORTUNITIES

OPPORTUNITIES

THREATS

SUBSTITUTIONS

- Product differentiation strategy
- Keep on using market and competitors
- Expand and enter geographical areas
- Expand abroad
- Focus on new product segments

SWOT analysis

- Market research is done with the following steps:
- Partner choice with business partners
- Coverage of the market
- Global market
- Product differentiation strategy

OPPORTUNITIES

TURBOCHARGING GROWTH

AT SKODA AUTO
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ŠKODA



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WEAKNESSES
What did Skoda against its competitors?

- Poorly
- Manual
- Uncomplexed

SWOT ANALYSIS

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STRENGTHS

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STRENGTHS
Television
WeChat
Facebook

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WEAKNESSES
The cause

Customer Care Center (800-8000)

Focus on product
Focus on customer

THREATS

OPPORTUNITIES

SKODA

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STRENGTHS

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WEAKNESSES

THREATS

OPPORTUNITIES

OPPORTUNITIES

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TURBOCHARGING GROWTH

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ŠKODA

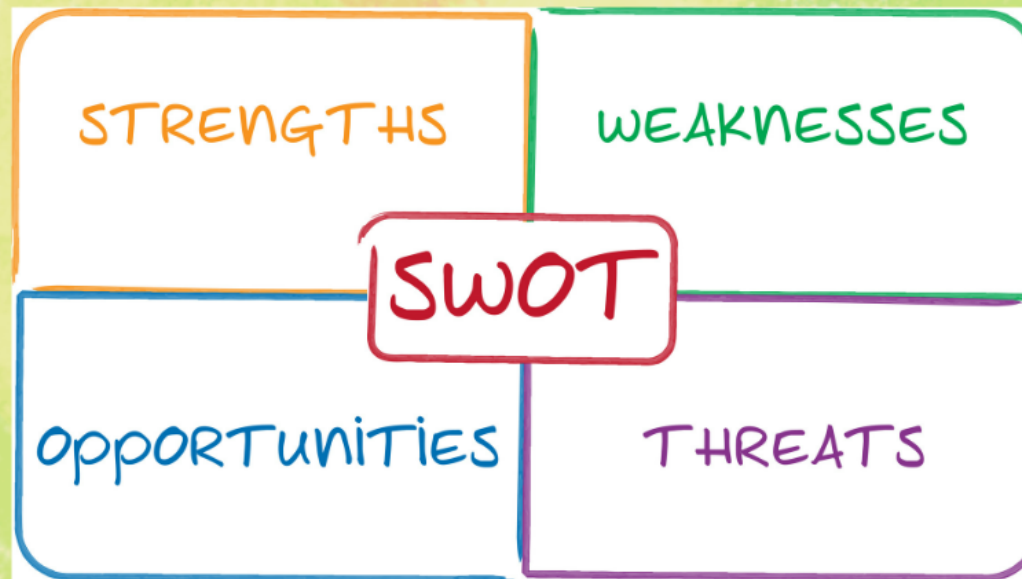


OVERVIEW

- SWOT analysis
- Skoda
- Strengths
- Weaknesses
- Threats
- Opportunities
- Suggestions
- Conclusion

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SWOT ANALYSIS



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Strategic management tool

SKODA



Founded by Laurin & Klement in 1895

ACQUIRED BY SKODA PEARSON IN 1925

Became part of the Volkswagen Group in 2000

The biggest car manufacturer in Czech Republic

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STRENGTHS

- Customer satisfaction
- Wide range of car models
- Innovative advertising



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STRENGTHS

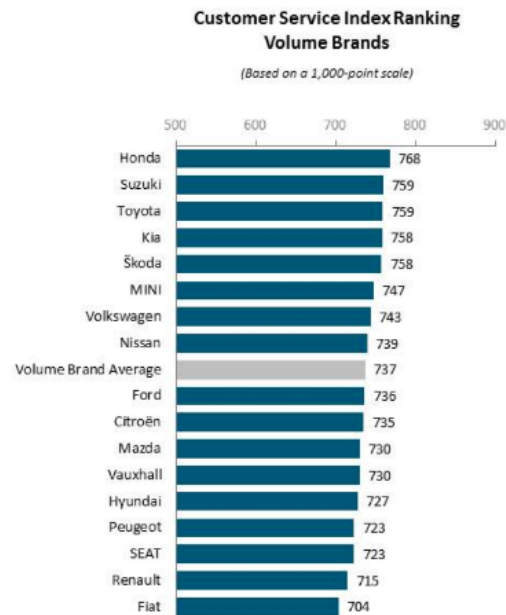
Customer satisfaction

Five measures:

- Service quality (26%)
- Service initiation (23%)
- Service adviser (19%)
- Vehicle pick-up (17%)
- Service facility (16%)

Kia and Skoda rank fourth in a tie

J.D. Power 2015 UK Customer Service Index (CSI) StudySM



Included in the study but not ranked due to small sample size are Alfa Romeo, Chevrolet and Dacia.

Source: J.D. Power 2015 UK Customer Service Index (CSI) StudySM

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STRENGTHS

Wide range of car models



Skoda Kodiaq -SUV



Skoda Karoq -Compact SUV



**Skoda Superb III
Executive car**



**Skoda Octavia III
Large family car**

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STRENGTHS

Wide range of car models (continue)



Skoda Rapid - Small family car



Škoda Fabia III - Supermini



Skoda Citigo - City car

Cost-effective cars

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