

Pirelli

Parent Company

Pirelli Tyres

Category

Tyre Industry

Sector

Automobiles

Tagline/ Slogan

Power is nothing without control. Pirelli. Gripping stuff

USP

Premium quality product with latest hi-tech features

STP

Segment

High performance and premium category of automobile industry

Target Group

Cars, Trucks, Motorbike manufacturing and service companies.

Positioning

Premium product with latest technology.

SWOT Analysis

Strengths

1. It has a global reach with 19 Tyre industrial plants spread across 4 continents and products being sold in 190 countries
2. It was established in 1872 and over the decades its Brand strength and equity has increased many fold
3. Company has been known for its product quality and ability to innovate
4. Its main market share is in South America and Europe and sales composition comprises of Car segment 60%, Motorbikes 20%, Aircraft 10%, and Tractors 10%
5. Branding through sponsorships of race events, teams and the popular 'Pirelli calendar'

6. Company has best possible certifications and accreditations in Quality, Health & Safety, Environment and Social Responsibility

Weaknesses

1. Less market share in emerging economies like Middle East & Africa and Asia
2. Less market share in motorbike segment

Opportunities

1. They have growth opportunity in emerging economies like India, china, brazil etc.
2. Their strong brand equity, excellent product quality and positioning as socially responsible may take them to new heights
3. Opportunity to diversify more strategically to mitigate the risk of putting all the eggs in one basket and expand into new markets
4. Opportunity to improve its market share in motorbike category.

Threats

1. There is Stiff Competition from national and international brands.

- 2. European economy is not growing and has reached a maturity phase but it has its max sales in Europe
- 3. Government Policies w.r.t export duties, import duties, tax levied on automobile industries and economy

- 4. Introduction of other transport facilities like metro, monorails and local trains keeping pollution hazards
- 5. Volatility of raw material prices

- 6. Fluctuation of exchange rate

Competition

Competitors

1. Michelin

2. Bridgestone

3. Goodyear

4. Apollo Tyres

5. Continental

6. Cooper Tires

7. Dunlop

8. Yokohama

9. MRF

10. CEAT

11. JK Tyres

12. Canadian Tire