






#	STRENGTHS (+)	
1	Strong brand reputation and customer loyalty	
2	Diverse product portfolio and strong R&D capabilities	
3	Efficient production and supply chain management	
4	Strong financial position and global presence	
5	Emphasis on sustainability and eco-friendly practices	
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#	WEAKNESSES (-)	
1	Dependence on the Japanese market	
2	Product recalls and quality issues	
3	Perception of being less exciting or innovative compared to competitors	
4	Limited presence in the luxury car segment	
5	Dependence on a limited number of suppliers	
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#	OPPORTUNITIES (+)	
1	Expansion into emerging markets	
2	Growing demand for electric and hybrid vehicles	
3	Increasing focus on autonomous driving technology	
4	Integration of advanced safety features and technologies	
5	Strategic partnerships and collaborations	
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#	THREATS (-)	
1	Intense competition in the automotive industry	
2	Fluctuating fuel prices and environmental regulations	
3	Economic downturns and global market uncertainties	
4	Changing consumer preferences and lifestyle trends	
5	Currency exchange rate fluctuations	
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