

Swot Analysis of TVS Motor Company and Strategic Implications

Syed Arham and Ms. Kahkasha Safi

School of Economics and Commerce, CMR University, Bangalore, India

Abstract: *This research paper analyzes the internal strengths and weaknesses of TVS Motor Company, a leading Indian two-wheeler manufacturer, alongside external opportunities and threats in the evolving automotive sector. The study employs a SWOT framework to evaluate TVS's innovation capabilities, market dominance, and customer loyalty against challenges such as cost inefficiencies and competitive pressures. Strategic recommendations are formulated to enhance profitability, accelerate global expansion, and leverage emerging trends like electric vehicles (EVs). The findings aim to guide stakeholders in optimizing TVS's market positioning and long-term growth*

Keywords: TVS Motor Company, SWOT Analysis, Strategic Management, Two-Wheeler Industry, Electric Vehicles, Market Competition.

