

Swot of harley davidson essay

[History](#)



SWOT ANALYSIS OF HARLEY DAVIDSON | STRENGTHS | Well Known Name. | Aged Customers Mass | WEAKNESSES | | | Coolness. | Production Capacity | | | Leader in Motorcycle | Not Appeal to Women | | | Sector.

and Youth | | | Latest Thecnology are | | | | Used. | | | | OPPORTUNITIES | Potential Young | Chinese Copy Producter. | THREATS | | | Customer Groups. Competition with | | | | Cloth? ng and Fash? on Accessor? es | Japanese Manufacturers. | | Firstly I would like to start by history of Harley Davidson.

I will give you some general information about the company. Then, I will mention the problems that the company has today. Finally, I will summarize my presentation with some suggestions.

Harley Davidson was established by William Harley and Arthur Davidson in 1903 at Milwaukee, USA and the first motorized bicycle was produced. Harley Davidson provides financial services such as wholesale and retail financing and insurance programs. Harley Davidson primarily operates in the US and Europe. Market share in USA is 25% and in Europe 70%. Employs about 9. 700 people. Today highest production capacity is 40. 000 pieces during the year.

The company recorded revenues of \$6. 185. 6 million during the fiscal year ended December 2006, an increase of 9% over 2005. Harley Davidson's income sources in motorcycles 80%.

Harley Davidson's income sources in accessories, parts, clothing is 20%. Harley Davidson's demographics are male 91%of purchasers. The potential average age of the customers 34-44. In spite of Harley Davidson is rooted,

strong and known brand, unfortunately its customer's age rate quite high. Harley Davidson's first problem is that potential customers are 91% male between 34-44 years old. Second Problem is that Harley Davidson's copies which producing in China.

One of the biggest obstacles is copy products front Harley Davidson. According to my suggestion. Firstly Harley Davidson should product hi-tech models which has insurgent view. Secondly, Harley Davidson should fight fake producters in China. On the other side the company should cooperate with well-known American companies. In conclusion, Harley Davidson have plenty opportunities despite it have plenty problems.

Now you should appreciate them in good way and disperse Harley sprite to more and big masses. I am sure that Harley Davidson will do best, it can...