

S.W.O.T ANALYSIS OF CONSUMER DURABLES



Strength

- Presence of well-known companies & their products.
- The organised sector has increased its market share in the unorganised sector.
- Product design and production are handled entirely in-house.
- Excellent technological capability

Weakness

- Seasonal demand
- Consumers have limited purchasing power.
- Weak rural demand can have an impact on revenue.

The Indian consumer durables market is broadly divided into urban and rural markets, attracting marketers from all over the world. The sector includes a sizable middle class, a sizable affluent class, and a small economically disadvantaged class.

Global corporations see India as a key market from which future growth will likely emerge. A favorable population composition and rising disposable income would drive growth in India's consumer market.

Opportunities

- Simple financing can help boost sales.
- Rapid urbanization is occurring.
- The consumer market is expected to grow by 15-20%, with an emphasis on expansion in the Indian Smart wearable market.

Threats

- Import duties are high.
- Imports from Singapore and China are economical.
- Economic factors may have an impact on profit margins.