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Introduction

The global business environment encompasses a wide range of independent nations with varied cultures and environments, as well as elements that are not unique to just about anyone nation (DENG and MA, 2019). New technologies, infrastructure upgrades, managerial skill advancements, job creation, increased customer service, and the flood of international investment capital are all opportunities for the global corporation. This project has been awarded to Bentley Motors Limited. Bentley Motors Limited, a British automaker, is a luxury car brand. The SWOT, PESTLE, as well as Porter's Five Forces frameworks, will be used to assess the company's resources, vulnerabilities, chances, and challenges. Furthermore, current strategic problems in the automotive industry, as well as major developments that are projected to affect it in the near future, must be considered.

Bentley Motors Limited

Bentley Motors Limited has been a division of the Volkswagen Group as well as a British producer and distributor of luxury vehicles including SUVs (Official Bentley Motors website | Powerful, handcrafted luxury cars, 2021). Bentley Motors Limited, situated in Crewe, England, was founded in 1919 by W. O. Bentley called Bentley Motors Limited. The business sells fresh and then used automobiles, vehicles, cars, SUVs, waggons, equipment, including accessories, as well as leasing, servicing, and repair facilities. The majority of Bentley vehicles have become built in the company's Crewe facility, with a limited number being built at Volkswagen's Dresden facility throughout Germany, including bodywork for the Continental or Bentayga being built at the Volkswagen Bratislava Plant. Bentley Motors' worldwide sales are expected to grow about 2 billion euros throughout 2020. Its firm has elevated its brand worth over that of the competition in this industry.

SWOT analysis of Bentley Motors Limited

Bentley's Strengths and Limitations, Prospective Possibilities, as well as Challenges may all be identified using a SWOT Analysis. SWOT Analysis seems to be a tried-and-true operating paradigm that allows a company like Bentley to evaluate its operations and results to those of its rivals (Glass, 2016).

Strength

The company's greatest asset has been its prestigious brand, which has been synonymous with high-end automobiles (Ueda, 2019). Owing to the cars' distinctiveness in terms of engineering, velocity, as well as efficiency, Bentley automobiles generally linked with high-class individuals. Bentley Motors, on the other hand, does have the support of Volkswagen, some other global automotive behemoth. Furthermore, it has significant support from German engineers, resulting in a healthy mix of British and German manufacturers. Furthermore, the Bentley brand has already been linked to well-known individuals and organisations all over the globe. All Bentley automobiles are meant to be outstanding to ordinary automobiles in terms of

technology. Their efficiency, sturdiness, and velocity are renowned. They are unquestionably experts in their area in terms of technology.

Weakness

Bentley Motors' brand has very little appeal in emerging markets, including developing nations, where few opulent manufacturers including Toyota dominate the market (Glass, 2016). An additional problem of the corporation has been that its economic results have been very variable. This has been due to the fact that it has been impossible to target market opportunities. Bentley typically builds a few vehicles each year in order to retain its uniqueness and quality expectations. Many consumers must wait an extended period of time merely to reserve their autos.

Opportunity

By exploring increasingly cost-effective and improved thermal fuel sources, such as hybrid and electrical, Bentley would become more environmentally friendly. Aiming for shareholder sustainability is also a good idea (Byun, 2018). Additionally, they could buy low-cost enterprises and promote them to other populations. They may be able to capitalise on Bentley's branded version by exploiting it for additional earnings. Bentley must focus on the rich elite in new nations and begin appealing to them as well. Take India, for instance. They do not even advertise their company, so they might sponsor high-profile activities to draw attention to it and increase brand recognition.

Threats

Government laws governing large environmental protection are becoming more stringent. Bentley must recognise this and make the necessary foundation adjustments to manage the wave shift (Guy, 2018). The automotive industry has been grappling with growing gasoline prices, and Bentley must develop alternative fuels. This will achieve both of these objectives while also alleviating the environmental catastrophe. Bentley's rivals are more visible as a result of their marketing activities. This might hinder their growth and result in a decline in sales.

The PESTLE analysis of Bentley Motors Limited

Political: Because the bulk of Bentley Motors' cars are marketed beyond the UK, the company's market has been extremely reliant on currency rates that might indeed disadvantage global competitors (Houdijk and Janssen, 2016). Strong British Pounds versus weak Euros as well as Yen, for example, could affect the firm's operations in China as well as Europe. A company's earnings could be jeopardised based on the price of oil as well as other raw materials. If the company does not precisely conform to the EU normal guideline on CO2 emissions, it may face significant financial consequences.

Economic: It works in a premium category, and its consumers seem to be mostly high-end individuals who can buy the vehicle. People all throughout the globe are getting more money each year as a general tendency (Kufelová and Raková, 2020). This implies they have much more cash to spend on premium cars, which has been good news for Bentley Motors. However, Bentley Motors has been hit by recessions in the past, such as in 2008-2009, and sales got to suffer as a result.

Social: Despite recent reputational damage difficulties, Bentley Motors is a well-known and renowned brand that symbolises progressive cultural ideals (Lang, 2019). Years of excellent sales and a long legacy of production throughout the United Kingdom have enhanced the brand's global renown as a mark of quality, elegance, and reliability. As a result, the corporation has been prepared to take advantage of its social status. Bentley Motors has also been careful in identifying the changing nature of customer value needs in order to guarantee that their brands are associated with ethical and sustainable business operations.

Technological: Bentley Motors realises that this can rely only on well-known brand awareness to be successful (Forbes, 2021). Rather, it has to be capable of developing automotive systems that fit or surpass customers' expectations. Bentley Motors has been projected to increase its R&D expenditures in order to create new and improved technologies. Bentley Motors has spent \$2.4 million in cutting-edge research and technology in order to continue producing desirable vehicles (Pasani, 2020). In its

current lines, Rolls Royce also has the option of becoming totally electric or producing hybrid automobiles.

Legal: When companies like Bentley Motors function in many nations, they must adhere to a variety of regulatory requirements. Various environmental legislation alters, which has an impact on automotive manufacture (Pelletiere and Reinert, 2017). The problem of copyright, it turns out, also impacts the car business. Bentley Motors is clearly committed to protecting its trademark. In order to safeguard its trade secrets, the firm filed for roughly 700 copyrights in 2016. If the company continues conducting business in a place like China, where patent and trademark protection is a little less strict, this could be a legal concern.

Environmental: Carbon dioxide has been among the most serious environmental pollutants produced by the automobile sector, as previously mentioned (Renwald, 2018). The problem of carbon emissions has gotten a lot of attention in recent years. Bentley Motors has been considering a new product called EVTOL, which stands for electric vertical takeoff and landing vehicles. The firm has been on track to make history with innovative and sustainable technologies as a result of these initiatives.

Porter's Five Forces Model

Porter's Five Forces has been a straightforward framework for examining and evaluating a company's competitive edge and positioning. Bentley Motors' Porter's Five Forces Model:

Existing Rivalry: New arrivals will struggle to acquire clients and take up places quickly while existing businesses will be difficult to compete with (DENG and MA, 2019). Because the industry has been varied and there are several firms with their own business plans, it might be claimed that there has been more competition among rivals.

Threats of Substitutes: There have been extremely few replacements for the products manufactured in the Bentley Motors sector. Companies in the market in which Bentley Motors participates, on the other hand, sell at a cheaper price than replacements while maintaining appropriate quality (Glass, 2016). As a result, customers are less inclined to

move to other items. This indicates that the danger of replacement items in the sector has been low.

Bargaining Power of Consumers: The majority of Bentley Motor's rivals have made significant investments in R&D aimed at improving overall customer engagement as well as after-sales support (Ueda, 2019). Bentley Motors' corporate reputation, brand quality, technological innovation, and customer happiness have all enabled the company to distinguish out and stay in the minds of consumers. The market, on the other hand, has been saturated, and they both rely on one another to keep afloat. A long-term contract is provided by these purchasers. The buyer's overall negotiating strength is modest.

Bargaining Power of Suppliers: Suppliers, in opposed to purchasers, have a higher concentration than buyers. Bentley Motors' vendors have been spread throughout 42 countries which pose a lower threat to suppliers (Pasani, 2020). Working with Bentley Motors, one of the largest and most powerful as well as financially competent organisations, has been a great way for a supplier's firm to flourish.

The threat of New Entrants: Because of the high obstacles to entry and exit, there seems to be a low risk of new entrants entering the automotive industry (Pelletiere and Reinert, 2017). Making a distinction oneself from the rivalry and building long-term brand image necessitates a significant investment of both resources such as financial capital.

Porter's Value Chain Analysis of Bentley Motors Limited

Inbound Logistics: Collecting, analysing, and disseminating material input are all part of Bentley Motor's activities. Courier is indeed a logistical and strategic partner of Bentley Motors, assisting with the raw material acquisition and the delivery of completed products.

Operations: Globally, Bentley Motors is represented via a network of affiliates, partnerships in the automobile industry, financial sectors, and R&D facilities (Pelletiere and Reinert, 2017).

Outbound Logistics: It reflects the flow of finished goods to customers in this context. Bentley Motors has established a worldwide network of distribution channels to supply and oversee its automotive sales (Pasani, 2020).

Marketing and Sales: Their key business goal has been to constantly produce high-quality goods and services even while establishing and sustaining strong brand connotations with their target audience. Bentley Motors, becoming a luxury brand, doesn't really spend much on advertising.

Support Activities

Technology: Technological advancements may assist a company in standing out from its competition. Bentley Motors has invested much in customer service and product involvement in order to preserve its position as a leading brand.

HRM: HRM has been required in every sector that depends on knowledgeable and creative people to manage and handle critical decision-making activities. Bentley Motors employs over 36000 people throughout 2018, making this one of the most coveted firms (Official Bentley Motors website | Powerful, handcrafted luxury cars, 2021).

Infrastructure: There are also finance, legal, purchasing, corporate, and human resources departments. They have a large selection of products and infrastructure, but their branding is lacking, causing them to slip behind.

Procurement: Bentley Motors depends on a small number of suppliers to build its automobiles (Renwald, 2018). The company has established a worldwide supplier base for the best parts and equipment. Product inspection as well as the supply chain are also tracked by the system.

Conclusion

The emphasis of this project has been on Bentley Motors' corporate strategy, which looks at both the externally and internally contexts. According to the PESTEL analysis, the firm is in a favourable direction in terms of the external environment. The organisation has the capabilities to address the potential threats and opportunities, according to the SWOT analysis. According to the five-force study, new entrants, alternatives, customer negotiating power, and supply have all been mild, putting Bentley Motors in a secure position.

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