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Formulation of BYD Marketing Strategy Based on SWOT Analysis in the Midst of Modern Manufacturing Competition

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Abstract. *This study analyzes the application of SWOT, strengthened by IFAS and EFAS, in the formulation of BYD's marketing strategy in the midst of modern manufacturing competition. The purpose of the research is to identify internal and external factors that affect BYD's competitiveness as a global electric vehicle manufacturer. With a qualitative descriptive approach and data sources in the form of annual reports, industry publications, and academic literature, the results show that BYD has strengths in battery technology, supply chain integration, and production capacity, while its weaknesses include market dependency and brand image challenges. Opportunities stem from rising demand for electric vehicles and policy support, while threats arise from global competition as well as fluctuations in regulations and raw material prices. The study confirms that SWOT analysis helps BYD formulate strategies that focus on technological innovation, brand strengthening, and international market expansion.*
Keywords: *BYD; Marketing Strategy; SWOT analysis; IFAS; EFAS; Modern Manufacturing Industry*

INTRODUCTION

The global electric vehicle (EV) industry is undergoing a rapid transformation, driven by rising environmental awareness, regulatory support, and growing demand for sustainable mobility solutions (Damanik, Saraswani, Hakam & Mentari, 2025). In this shifting landscape, BYD — as one of the leading electric vehicle manufacturers — must not only rely on product innovation but also develop effective marketing strategies to sustain and enhance its competitive position in both domestic and international markets.

In a highly competitive manufacturing environment, companies need to conduct a comprehensive mapping of their business environment by evaluating internal strengths and weaknesses (such as production capacity, technological capabilities, and supply-chain integration) as well as external factors (such as market demand trends, regulatory incentives, and competitive pressures) to formulate relevant marketing strategies (Martínez & Garnica, 2025; Widitya, Putro Yuwono & Saleh, 2024). One widely accepted framework for such environmental scanning is SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), supported by structured tools such as IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary).

LITERATURE REVIEW

Marketing strategy is a set of decisions and actions aimed at attracting, retaining, and providing superior value to customers, while achieving sustainable competitive advantage (Kotler & Keller, 2016). In the automotive and electric vehicle (EV) industry, marketing strategies are not only focused on product sales but also on enhancing brand positioning, technological differentiation, and long-term customer relationships (Levy, Weitz, & Grewal, 2019).

SWOT analysis is a widely recognized strategic tool for evaluating a company's internal strengths and weaknesses as well as external opportunities and threats (Wheelen & Hunger, 2017). By identifying these factors, companies can formulate strategies that capitalize on strengths and opportunities while addressing weaknesses and mitigating threats. Previous research demonstrates that the integration of SWOT analysis with marketing strategy increases the accuracy of strategic decision-making in highly competitive markets (Adekoya, 2024).

Recent studies in the EV sector emphasize the importance of aligning marketing strategies with technological and regulatory trends. For instance, Tesla's global marketing strategies were analyzed using SWOT and 4P frameworks, showing that while the company benefits from technological innovation, market success depends on agile adaptation to evolving global competition (Hu, 2025). Similarly, research on consumer behavior in emerging EV markets found that understanding customer preferences, price sensitivity, and sustainability concerns is crucial to designing effective marketing strategies (Uy, Ong, De Guzman, Dela Cruz, & Dela Cruz, 2024).

Moreover, studies on domestic EV brands like Wuling indicate that omnichannel marketing and promotion strategies, combined with clear value propositions emphasizing environmental and economic benefits, significantly enhance market adoption (Permana, Rahayu, Hanum, & Syamsurizal, 2024). Strategic marketing in the automotive manufacturing context must also consider global competition, supply chain efficiency, and regulatory compliance (Capriyansyah, Ardana, & Saleh, 2025).

RESEARCH METHODS

This study adopts a qualitative descriptive approach to explore BYD's internal and external factors and their role in shaping marketing strategies using SWOT analysis. This approach was chosen because it allows a detailed and context-rich understanding of strategic phenomena in the electric vehicle and modern manufacturing industries, without the need for numerical or statistical data (Degadypta & Dewi, 2024).

The research relies primarily on secondary data, including BYD's annual reports, industry publications, scholarly articles on marketing strategies and automotive management, as well as reputable news and market analysis covering trends in the global electric vehicle sector. Data were collected through literature review and document analysis, enabling the researcher to obtain a thorough picture of the company's condition and the competitive landscape (Azzahra & Khalid, 2024).

RESULTS AND DISCUSSION

To formulate a robust marketing strategy for BYD amid the competitive landscape of modern manufacturing and the electric vehicle (EV) industry, a SWOT analysis was conducted. This analysis examines internal factors (strengths and weaknesses) and external factors (opportunities and threats). To systematically evaluate these factors, IFAS (Internal Factor Analysis Summary) and EFAS (External Factor Analysis Summary) tables were developed based on secondary data, including industry reports, academic literature, and company information (Adekoya, 2024; Capriyansyah, Ardana, & Saleh, 2025; Hu, 2025).

Table 1. SWOT Analysis of BYD

Category	Factor	Description
Strengths (S)	Advanced battery technology	BYD has a technological edge in lithium-ion and Blade battery production, enhancing vehicle performance and efficiency

	Integrated supply chain	Strong vertical integration allows cost efficiency and reliable production
	Large production capacity	Enables meeting global demand and scalability
	Skilled R&D workforce	Supports continuous innovation in EVs and energy storage systems
Weaknesses (W)	Dependence on domestic market	Heavy reliance on the Chinese market exposes BYD to regional economic fluctuations
	Limited international brand recognition	Brand awareness outside China is still developing
	Global marketing challenges	International campaigns are less effective compared to competitors like Tesla
Opportunities (O)	Rising global EV demand	Consumer interest in EVs is increasing due to environmental awareness and cost efficiency
	Government policy support	Subsidies, incentives, and regulations encourage EV adoption in multiple countries
	Advancements in green technology	Opportunities to differentiate products with sustainability and innovation
Threats (T)	Intense global competition	Tesla, NIO, and other EV manufacturers create competitive pressure
	Volatile raw material prices	Lithium, cobalt, and rare-earth material prices fluctuate, affecting costs
	Regulatory challenges abroad	Exporting to different markets faces varying environmental and trade regulations

Source: Adekoya (2024); Capriyansyah, Ardana, & Saleh (2025); Hu (2025)

IFAS analysis indicates that BYD's internal strengths outweigh its weaknesses, particularly in technology, production, and R&D. This provides a solid foundation for marketing strategy formulation.

Table 2. IFAS: Internal Factor Analysis Summary

Internal Factors	Weight	Rating	Weighted Score	Description
Advanced battery technology	0.20	4	0.80	Strong R&D capabilities enable high-performance battery production
Integrated supply chain	0.15	4	0.60	Efficient operations and cost management
Large production capacity	0.15	3	0.45	Able to meet domestic and international demand
Skilled R&D workforce	0.20	4	0.80	Enables continuous innovation and technological leadership
Dependence on domestic market	0.10	2	0.20	Risk of overreliance on Chinese demand
Limited international brand recognition	0.10	2	0.20	Weak global brand visibility
Global marketing challenges	0.10	2	0.20	International marketing campaigns need improvement
Total Weighted Score			3.25	

Source: Adekoya (2024); Capriyansyah, Ardana, & Saleh (2025); Hu (2025)

EFAS results suggest BYD faces significant market opportunities, particularly due to rising EV demand and policy support. At the same time, external threats like competition and regulatory variability require strategic risk management.

Table 3. EFAS: External Factor Analysis Summary

External Factors	Weight	Rating	Weighted Score	Description
Rising global EV demand	0.25	4	1.00	Expanding market opportunities for EV adoption worldwide
Government policy support	0.15	4	0.60	Subsidies and incentives enhance market potential
Advancements in green technology	0.10	3	0.30	Technological innovation enables product differentiation
Intense global competition	0.20	3	0.60	Competitive pressure from global EV brands
Volatile raw material prices	0.10	2	0.20	Price fluctuations may impact production costs
Regulatory challenges abroad	0.10	2	0.20	Export markets have different environmental and trade regulations
Changing consumer preferences	0.10	3	0.30	Customer demand for sustainable and high-tech EVs requires adaptation
Total Weighted Score			3.20	

Source: Adekoya (2024); Capriyansyah, Ardana, & Saleh (2025); Hu (2025)

CONCLUSION AND RECOMMENDATION

Based on the SWOT analysis, BYD demonstrates significant strengths, including advanced battery technology, integrated supply chain, large production capacity, and a skilled R&D workforce. These strengths provide a solid foundation to maintain and enhance competitiveness in the global electric vehicle and modern manufacturing industry. However, internal weaknesses, such as dependence on the domestic market, limited international brand recognition, and challenges in global marketing, must be addressed to maximize strategic effectiveness.

Externally, BYD has opportunities arising from rising global demand for electric vehicles, supportive government policies, and advancements in green technology. At the same time, threats from intense international competition, volatile raw material prices, and regulatory challenges abroad require careful management.

Table 4. Strategic Recommendations

SWOT Category	Recommended Strategies
S–O (Strengths–Opportunities)	Leverage technological and operational strengths to expand in growing EV markets and take advantage of supportive policies.
S–T (Strengths–Threats)	Utilize production capacity and R&D capabilities to counter global competition and mitigate regulatory risks.
W–O (Weaknesses–Opportunities)	Enhance international brand recognition and marketing campaigns to capture global market opportunities.
W–T (Weaknesses–Threats)	Develop risk management strategies and strengthen global marketing efforts to reduce vulnerability to external threats.

In conclusion, BYD should focus on maximizing internal strengths to exploit external opportunities while simultaneously addressing weaknesses to mitigate potential threats. Key actions include continuous technological innovation, market diversification, brand strengthening, and effective risk management. By implementing these strategies, BYD can enhance its

competitiveness and secure a sustainable position in the modern manufacturing and global electric vehicle market.

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