

Strengths

- Low running cost for Maintenance and Recharge.
- Environmental Friendliness

Weaknesses

- High Initial Price
- Limited Range
- Recharging Time

Opportunities

- Huge untapped market
- Increasing in demand for environment friendly cars
- Rising fuel costs
- Growing congestion in urban area

Treats

- Government incentives to gasoline car
- Entry of new competitors
- Availability of hybrid vehicles