

The SWOT analysis of the ChargePoint Company

ChargePoint Company focuses solely on offering the best vehicle charging experience for everyone involved in the shift to electric mobility and below is the SWOT analysis.

Strengths

- **Variety of charging services**
The ChargePoint Company does not only depend on charging services of EVs but it offers other services such as software and handwares of the chargers, grants and incentives
- **Quality and reliable charging services**
The charging and other related services are of good quality and reliable
- **Customer care service**
The ChargePoint Company has 24/7 customer services
- **Mobile App**
The ChargePoint Company has mobile App which can access 1000 places to charge with one account
- **ChargePoint Company has high investment in Research and Development**

Weakness

- **Limited geographical locations of operation for instances they operate only in North America and Europe**
- **Inadequate information on the website such as the vision, mission and core values**
- **Inadequate improvement of technology on the charging duration of an EV. For example it takes from one hour and above to fully charge an electric vehicle**

Opportunities

- **Partnership**
ChargePoint Company stands to benefit from partnerships with other companies that are interested in the charging services of EVs. At present ChargePoint Company has 175 partners who amplify the services of ChargePoint.
- **External Investments**

The fact that governments and corporations want to cut the carbon dioxide emission, the government and corporation therefore invest more on EVs thereby give the charging service opportunity to ChargePoint Company

- Growing demand for EVs in recent years
- Strong online presence
- Emerging EV market

Threats

- EVs are expensive to purchase and to maintain which in turn poses a threat to ChargePoint in terms of few customers to charge their EVs.
- Inadequate sustainable electricity supply
- The driving anxiety among the drivers on the limited driving range may cause them to shift the non EVs
- Emerging competitors in the same general field as ChargePoint, even though they may not compete head-to-head. These are the largest companies by revenue and some of these companies compete with neighbouring businesses for customers or attract skilled employees.