

Automotive Industry

BUS 225

Project Three Module Seven

Overview

- Seeking career advancement? Expanding into new markets is a strategic move. This approach allows for networking and boosts sales.
- Here's a notable fact: American auto production has increased for a century.
- This industry is crucial in bolstering our national economy in various aspects.
- Keep in mind that circumstances are always changing.
- Our demands and necessities have dramatically transformed over the years. We are not stuck in old ways anymore!



Automotive Industry

- Considerable success in urban areas
- Notable advancements have been observed.
- The rate of change is accelerating.
- Transformations are becoming more apparent



Technology Industry



Facilitates service provision across various industries



The advancement of machine learning is accelerating.



Consequently, a broader and improved range of services is becoming available.



Such progress enhances the quality-of-service delivery.

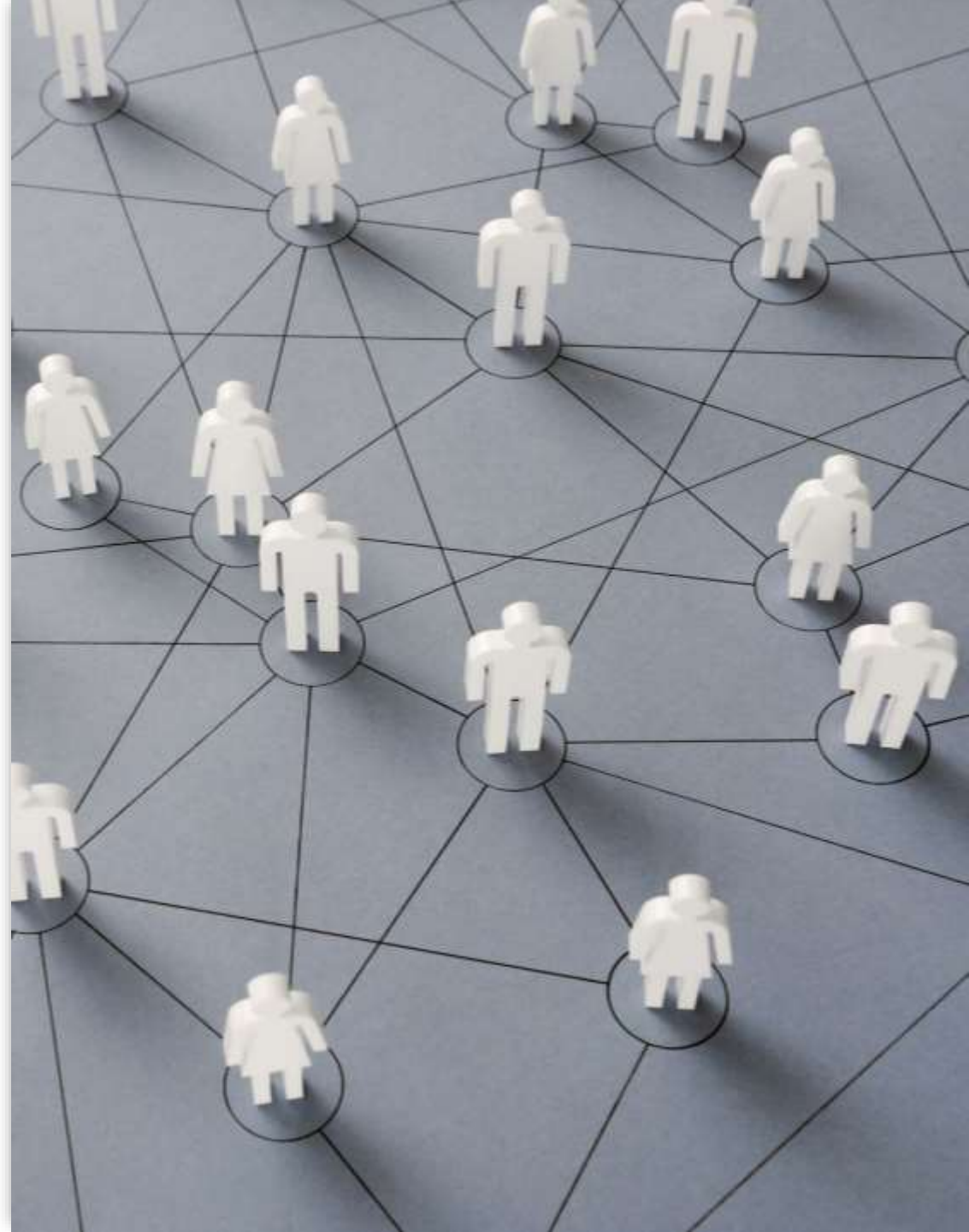
Internal Stakeholders

- Consumer preferences are shaping the automobile industry.
- Therefore, vehicle manufacturers need to tailor their products to meet consumer needs.
- Collaboration among all company members is crucial.



External Stakeholders

- It is crucial to ensure that all external stakeholders are engaged.
- This group encompasses consumers, businesses, competitors, governmental bodies, and other specialized entities.
- Enhancing our communication skills is essential.



Quantitative Data

- Employing quantitative data analysis
- Evaluating market size, demographic trends, and consumer preferences is vital.
- For instance, a substantial \$1.34 billion has been invested in intelligent communication technologies.
- This enables companies to leverage data for strategic decision-



Qualitative Data



Open conversations facilitate the sharing of critical information.



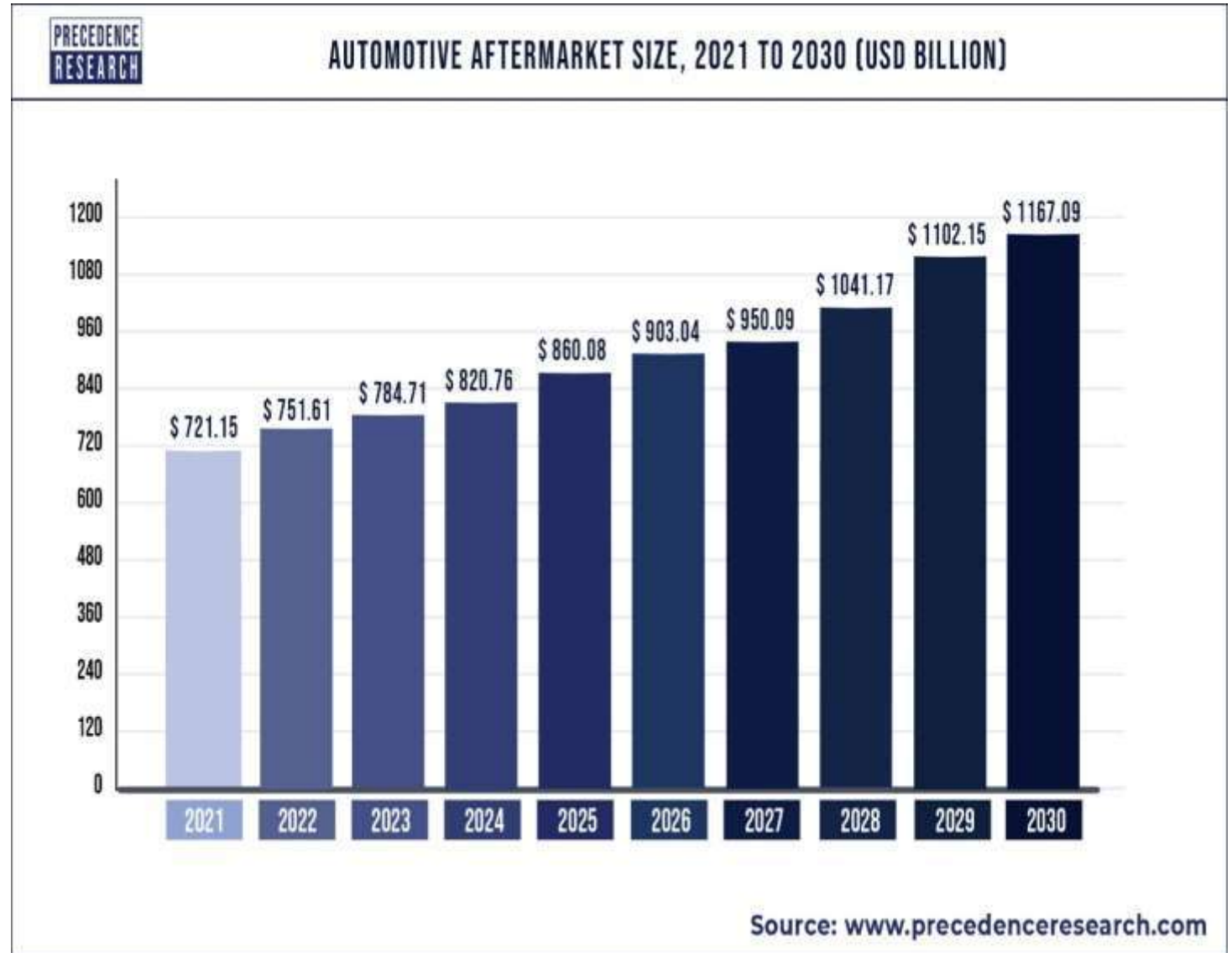
Surveys, forums, observational studies, and interviews are just some of the techniques employed for this purpose.



Accurate data collection through these methods yields dependable outcomes.

Impact

- Sectors experiencing challenges.
- Shifts in trends affect all stakeholders.
- Consequently, sales could potentially decrease.

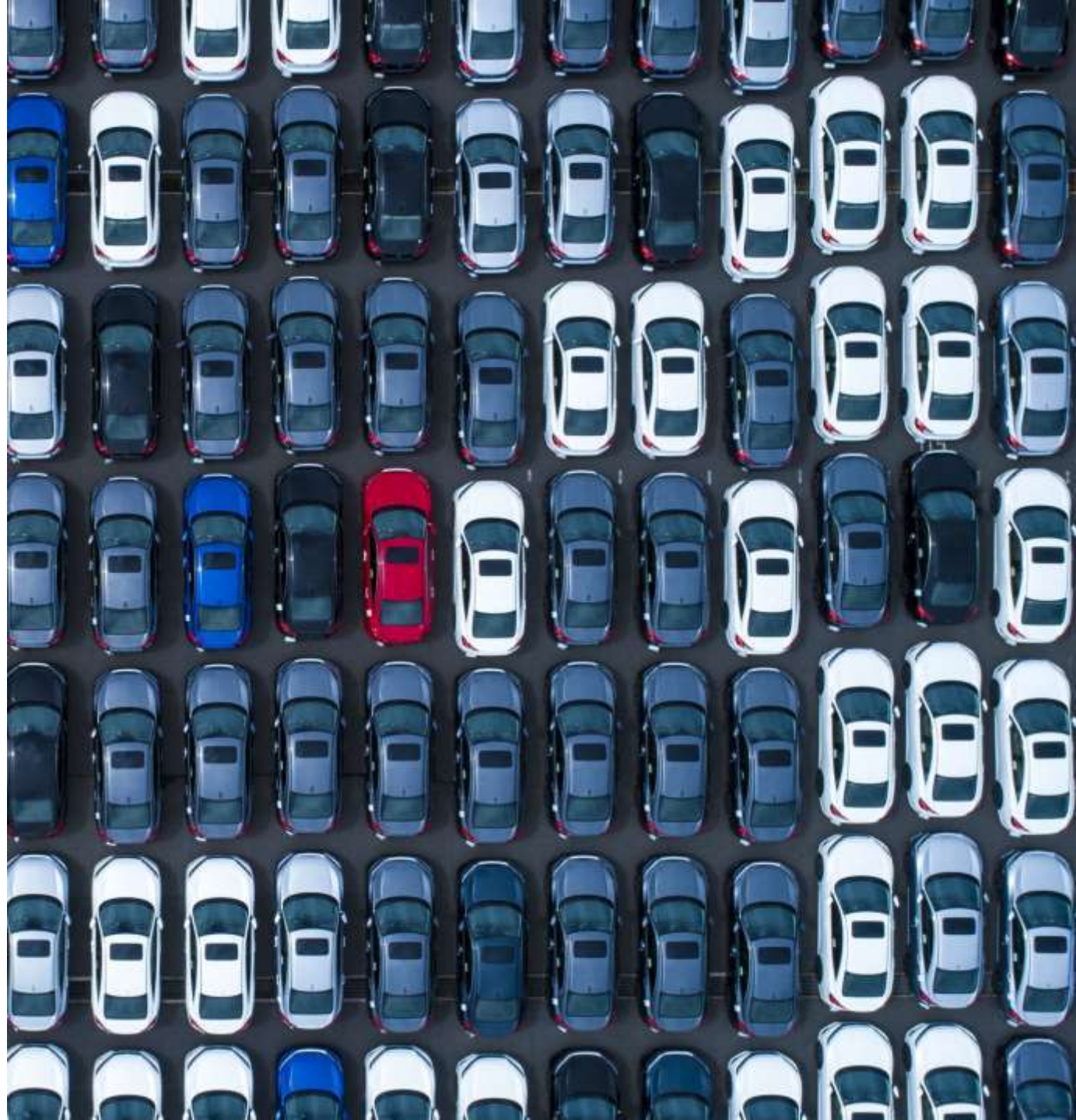


Findings

- A rigorous emphasis on analysis is essential.
- This provides crucial insights into the automobile industry.
- A company's transition into a new market invariably influences that sector.
- Such changes profoundly impact the stakeholder community as well.

Cont.

- Enhancing earnings via diversification.
- The COVID-19 pandemic severely affected the industry.
- The automobile sector is open to embracing new technologies.



Cont.

- Both sectors exhibit several common and unique traits.
- Competition among the companies is a consequence of their collective scale and reach.
- Stability might be observed in the automobile industry.
- This could happen if competitors begin



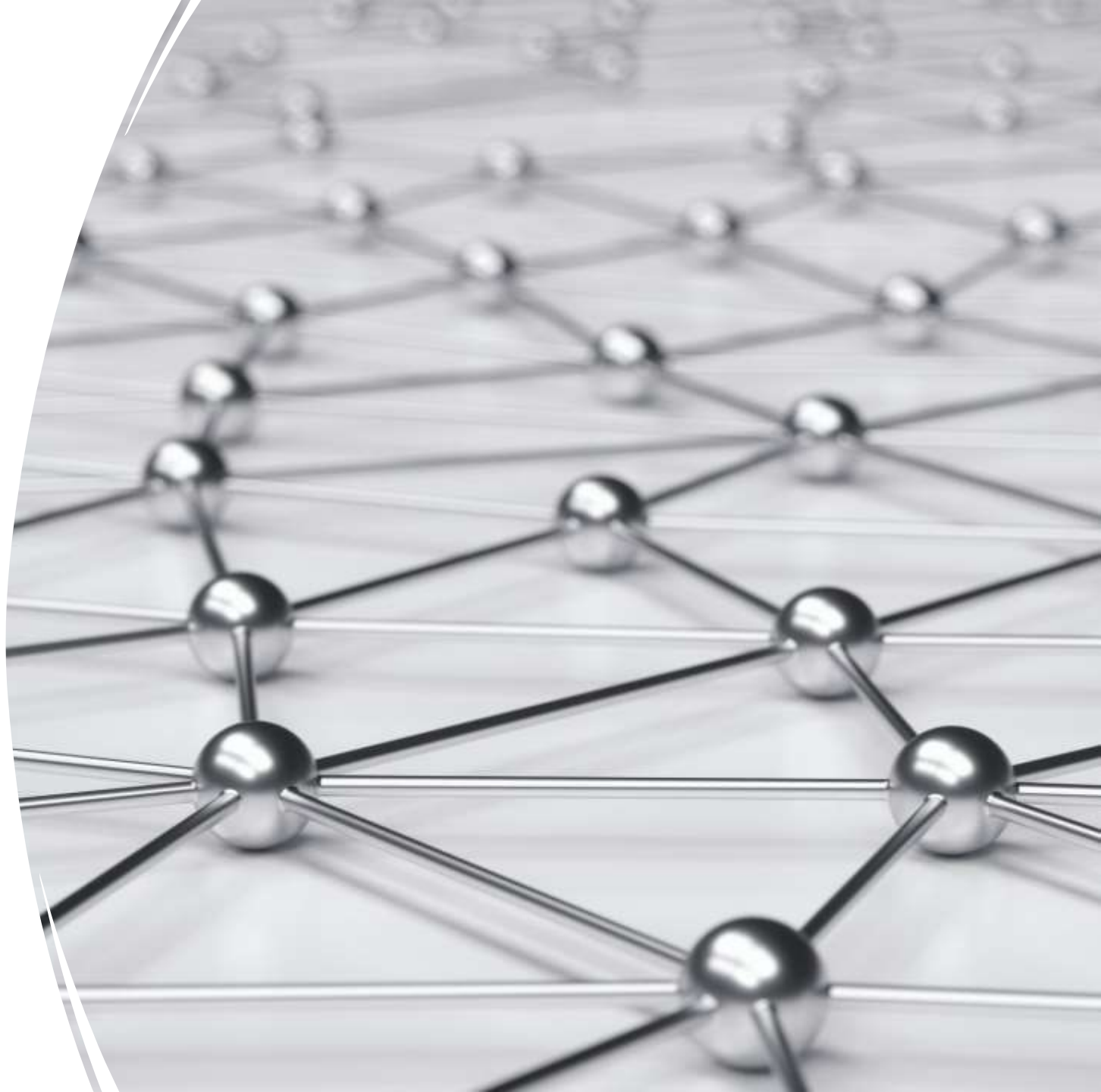


The Evolving Trends

- Consumer demands are changing.
- Trends in the technology sector are progressing.
- A shared objective is to safeguard user data on the 5G network.

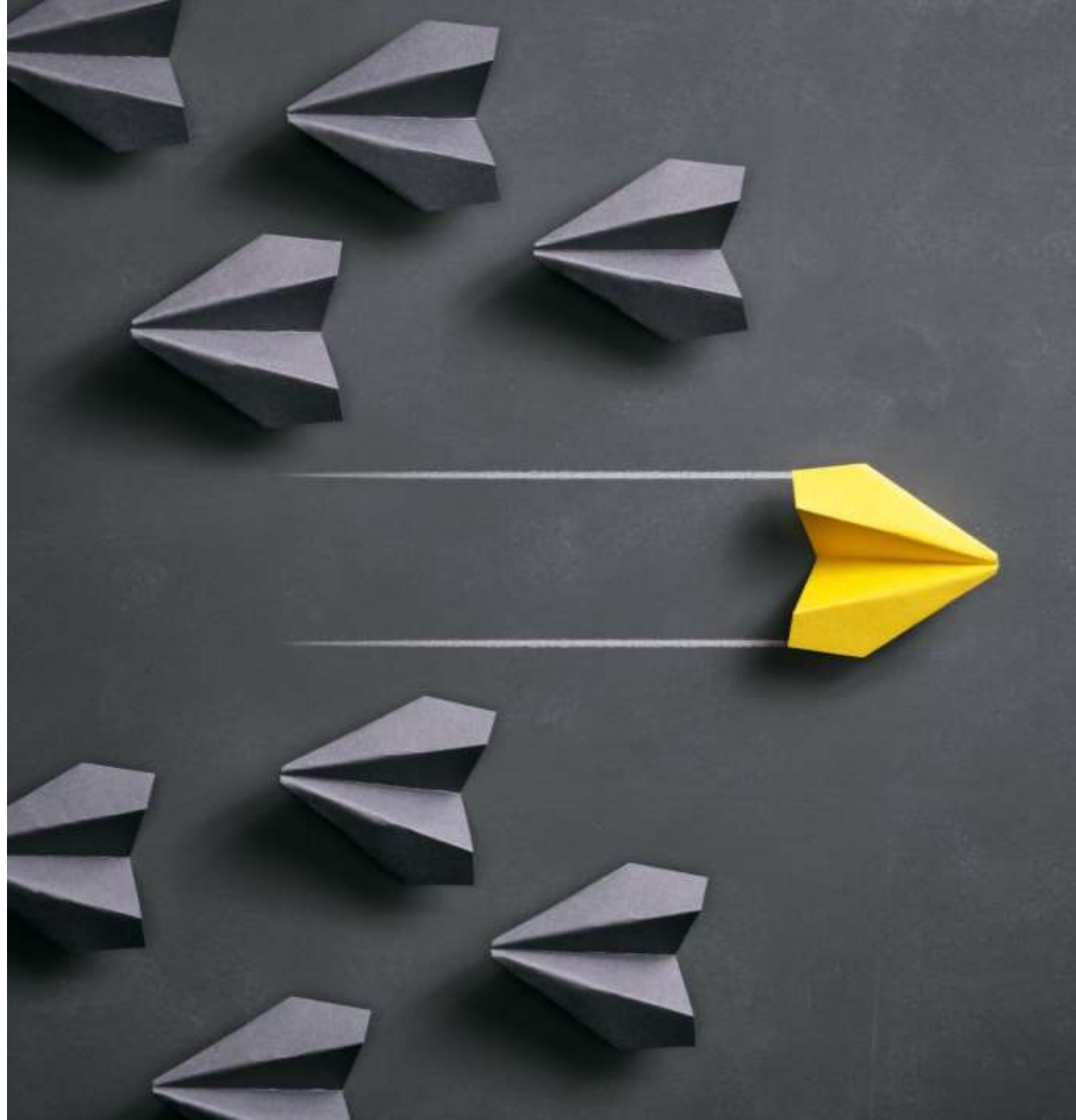
Suggestion s

- The supply chain should be integrated through technology.
- Collaboration with suppliers is essential.
- Enhancing their product range is necessary.



Reasoning

- It's unnecessary to invest heavily in this venture.
- The decision-making process should be methodical, taking into account the current circumstances and additional factors.
- Market gaps need to be identified and addressed.
- Success in the program hinges on making decisions in a phased approach.





Conclusion

- Collaboration between the two automobile sectors is crucial.
- Ongoing innovation is essential.
- This collaboration will provide a competitive edge against rivals.

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