

# Team Desert Horses Analytic Review

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# Prioritisation

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1. E – MOBILITY
2. STRATEGY AND COST OPTIMISATION
3. MEB PLATFORM
4. NAVISTAR ACQUISITION
5. DRIVERLESS TECHNOLOGY

# E-MOBILITY

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## Perception vs Reality

- Produced 400 000 defect free EVs
- Risks faced – Charging stations
  - Low battery capacity
  - Long charging times
  - Lack of dealer demand

## Recommendation

- Incur the full global recall cost of 1.5 billion
- Partner with other car giants to mitigate future risks faced
- Partner with Supplier 4 to improve battery quality
- Improve dealer education

# STRATEGY & COST OPTIMISATION

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## Implications of the actions

1. Ethical
2. Consumer (/Public Relationships)
3. Productivity

## Recommendation

- Undergo better implementation schemes – training courses
- Redesign administrative requirements – allow super premium + premium more freedom
- Develop long-term contracts – appease existing workers + trade unions
- Advertising campaign to appease customers

# MEB PLATFORM

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## Strengths

- Gain stronghold
- Public support
- Synergies

## Weaknesses

- Cannot sell the promising car
- Share trade secrets

## Opportunities

- Other markets are viable
- Realise car sentiment in other markets

## Threats

- Decreased productivity
- Possible friction – VWAG becomes suspended

## Recommendation

- Pursue joint-venture with BYD
- Utilise stronghold to further to market and sell other models
- Taxi companies

# NAVISTAR ACQUISITION

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## **Concern**

- Rumours of Daimler + VWAG sharing expenses for charging infrastructure development could be in jeopardy.
- TratonSE stakeholders don't benefit as much as Navistar

## **Recommendation**

- Acquire Navistar – free up finances for E-mobility which will circle round to commercial vehicles

# DRIVERLESS TECHNOLOGY

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## Strengths

- Ownership
- Partnerships
- Strength
- Safety
- Enhancement

## Weaknesses

- Less developed
- Competition
- Dependence

## Opportunities

- Potential
- Germany
- Involvement

## Threats

- Favouring
- Disapproval of authorities
- Inhumanity
- Equipment shortage

# Conclusion

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- Incur the full global recall cost of 1.5 billion, while partnering with other car giants to mitigate future risks faced
- Undergo better implementation schemes, redesign administrative requirements and develop long-term contracts
- Pursue joint-venture with BYD while, utilising stronghold to further to market and sell other models
- Acquire Navistar to free up finances for E-mobility which will circle round to commercial vehicles
- Invest in Argo AI to produce the beneficial knock-on effects