

# VOLKSWAGEN AG

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TEAM RENAISSANCE CONSULTING,  
UNIVERSITY OF IBADAN, NIGERIA

# PRIOTIZATION AND FOCUS

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Issue	Urgency (25%)	Financial Impact (25%)	Ethical Implications (25%)	Strategy 2025+ (25%)	Priority Score	Priority
Strategy, Structure & Cost Optimisation	5	2	4	4	3.75	1
E-Mobility	2	3	4	4	3.75	2
Driverless Technology	2	4	5	4	3.75	3
MEB Platform	3	5	1	5	3.5	4
Navistar Acquisition	2	4	3	1	2.5	

# Strategy, Structure & Cost Optimization

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❑ No Input or Consultation from the Board of Directors **SOLUTION:**

❑ Consistency & Redundancies: Against the goal

❑ Much Reduced pay levels

❑ Anger and Resentment within the staff

Herbert Diess present a proposal for the new centralisation strategy to the board of directors with **concrete justification**

**If approved,**

**-Management Board Stakeholders engagement**

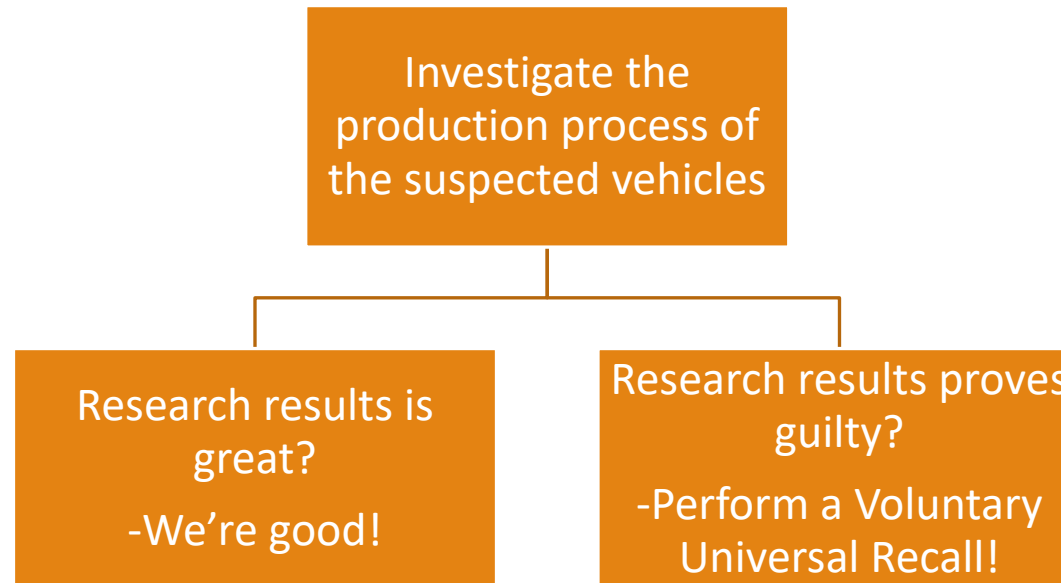
**-Proper On-boarding process**

# E-Mobility

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While the issue is still in the news....

- Investigate the production process of the suspected vehicles



# Driverless Technology

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**Should you go into the JV with ArgoAI and Ford?**

- Ford got 60% control for just \$1B**
- The company was worth \$1.67B (\$1.73B adjusted for inflation for yearly inflation rate of 2%)**
- Capital Investment : \$2.6B**

**DO NOT INVEST OUTRIGHTLY!**

- Negotiate contract terms**

# Driverless Technology – Ethical Issue

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**-It is a fact that Driverless Cars are NOT 100% safe**

**Tesla Production in 2018 : 240,000 units**

**Cars involved in car accidents: Less than 10 units = 0.0042%**

**-Herbert Diess make a press statement as regards the limitations of driverless cars**

**-Further investment should improving the safety of driverless technology**

# MEB Platform

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These Compact Car will not be sold in China

**-Negotiate contract terms**

**Financial Implications (for the entire contract duration: 8 years)**

**Volkswagen Cars Production: 3.27million cars**

**Revenue: 274B euros**

**Gross Margin: 68B euros**

**Net Profit: 47.32B euros (taking into account the initial factory cost)**

**FINANCIALLY VIABLE**