

Volkswagen Case Study 2019

Team Desert Horses

Prioritisation



E-Mobility Strategy

Strategic Sourcing of Cobalt

1

2

3

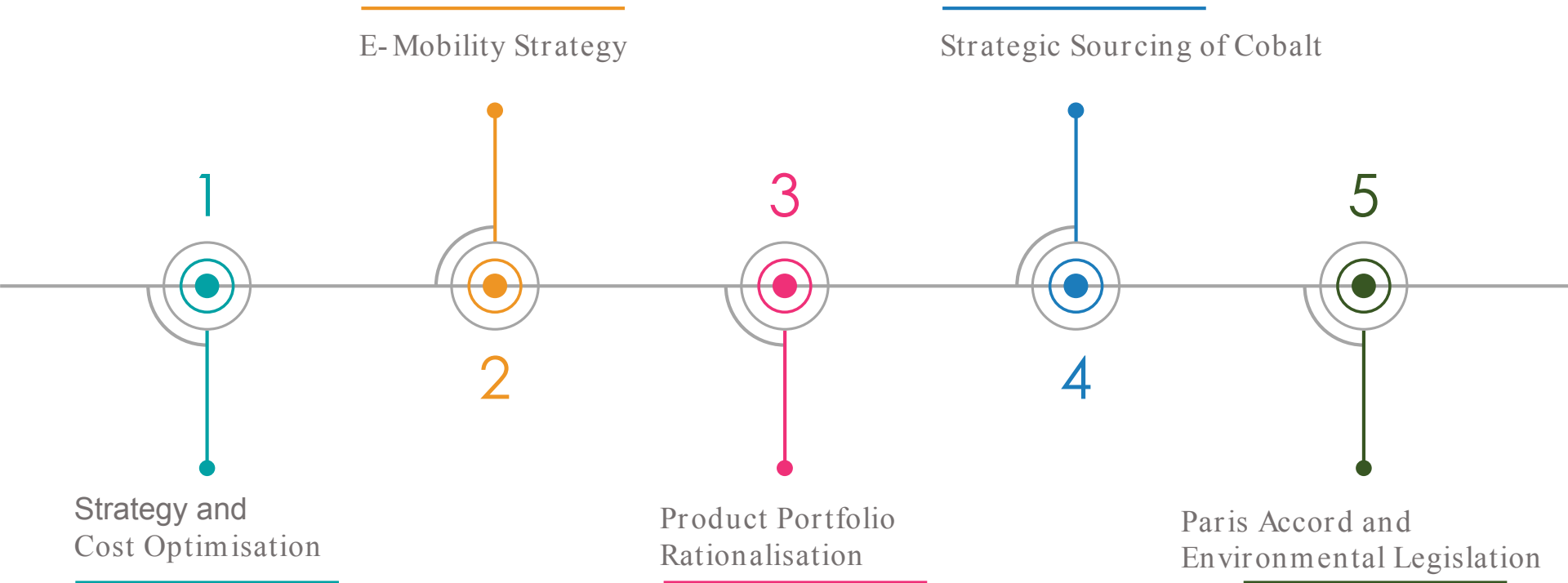
4

5

Strategy and
Cost Optimisation

Product Portfolio
Rationalisation

Paris Accord and
Environmental Legislation



Strategy and Cost Optimisation

1

Undergo
centralisation
+
Streamline
Management

2

Reevaluate
strategic
management
structure

3

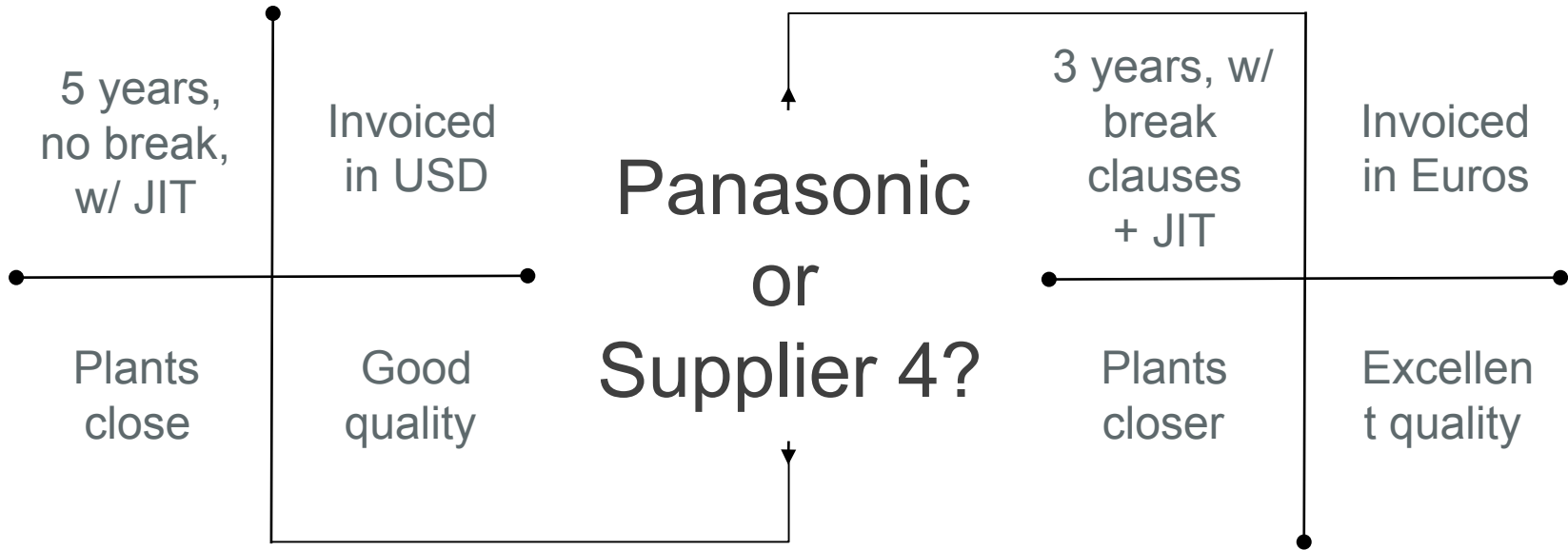
Disassociate
premium
brands

4

Reduce Costs



E-Mobility Strategy



BENEFIT RATING

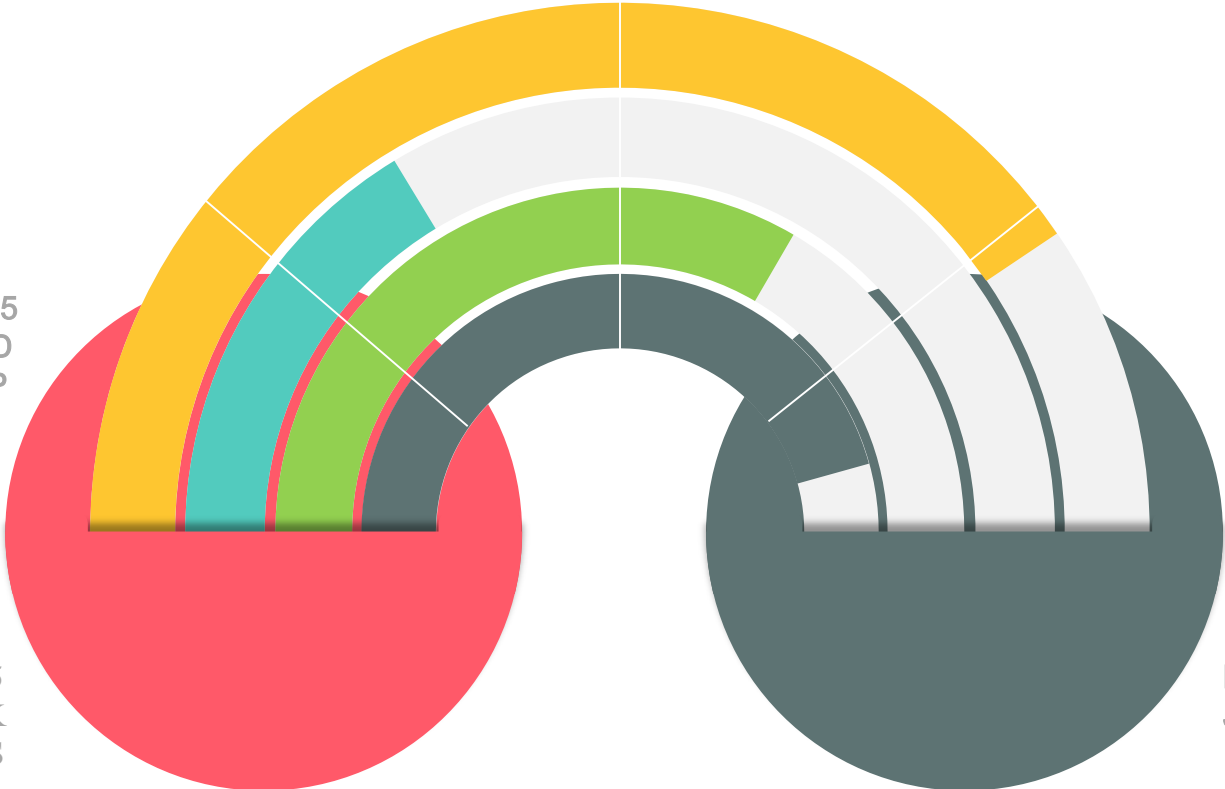
Rating given to each supplier based on how they aid us in production.

PANASONIC

RATING 4.5
STRAINED
RELATIONSHIP

**SUPPLIER
THREE**

RATING 1.5
NO JIT, BREAK
CLAUSES



**SUPPLIER
TWO**

RATING 2.5
NO JIT, BUT VG
QUALITY

**SUPLIER
FOUR**

RATING 4.1
JIT, VG QUALITY

Product Portfolio Rationalisation



Rationalise Volume Segment



Reconsider brands in the premium segment



Break into the US market with SUV's



Develop a car specifically for the Chinese market



Strategic Sourcing of Cobalt



Option 1

**CONTRACT MULTIPLE
SUPPLIERS**



Option 2

**USE ARTISANAL MINERS
TO FULFIL REQUIREMENT**



Option 3

**IMPLEMENT DESERT
HORSES TWO PART PLAN**

Paris Accord and Environmental Legislation

Ethics + Patience



- Develop brand new engines
- Modify current range
- Accept penalties and do nothing

**Strategy Clear
Vision will help
Volkswagen AG
navigate the
evolving
automotive
industry.**