

STRATEGIC PLANNING AND MARKET COMPETITION – ASSIGNMENT

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To do:

4th deliverable: The Strategic Plan.

- Present your strategic planning in one of these methodologies: Blue Ocean Strategy, BSC map, Diamond model or even the Business Model Canvas.

KEY PARTNERS	KEY ACTIVITIES	VALUE PROPOSITIONS	CUSTOMER RELATIONSHIPS	CUSTOMER SEGMENT
Investors Divisions (Endurance) Affiliates Former affiliates Spin-offs Ecosystem of providers (own and 3rd parties factories) Joint-ventures (General Motors) Insurance companies Technological devices and software providers Distribution network Motorsports partners	R&D Innovation Design Manufacturing Logistics and Distribution Marketing and sales Customer Service Brand management Post-sales Financials Agreements Legal	To care about a customer Not just when they purchase a new vehicle But for as long as they own the vehicle Hybrid electric vehicles Electric vehicles Self-driving vehicles	Customer assistance Rewards and added value services Post sales Tradition Symbolism Trust Auto pilot features Semi-automated <div align="right">4</div>	Mass market Personal drivers and corporate/business
			CHANNELS	

<p>Cruise automation Suppliers</p> <p style="text-align: right;">8</p>	<p style="text-align: right;">6</p> <p>KEY RESOURCES</p> <p>Lordstown Motors employs</p> <p>250 people Lordstown Motors led global vehicle sales for 3 consecutive years from 2018 through 2021. Intellectual property Tradition Portfolio with multiple leader brands Facilities Distribution network Production output Lordstown Motors Research Corporation LMC platforms Clean-energy patents Awards</p> <p style="text-align: right;">7</p>	<p>To develop self-driving cars that could be used in ridesharing fleets 4G LTE Connectivity</p> <p style="text-align: right;">2</p>	<p>19.000 Dealers Events Media Sponsored organizations Website Owner center Lordstown Motors AppShop</p> <p style="text-align: right;">3</p>	<p style="text-align: right;">1</p>
<p>COST STRUCTURE</p>		<p>REVENUE STREAMS</p>		
<p>Manufacturing costs</p>		<p>Sales of Automobiles</p>		

Parts and components Employees Landfill-free facilities Equipment maintenance and depreciation Research and development Corporate social responsibility programs Distribution channels Battery pack plant Taxes R&D	9
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Automobile parts commercial vehicles After sales services Financial services	5
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