

STRATEGIC PLANNING AND MARKET COMPETITION – ASSIGNMENTS – MAY 8TH

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To do:

- Do a SWOT Analysis of your company.
- Formulate between 3-10 Strategic Objectives for the EV Company you're working on. If the Strategic Objectives are available (public information), please critique / edit / add / support it with your own arguments. If this info is not available, please create it.

SWOT Matrix for Lordstown Motors:

	Helpful (for your objective)	Harmful (for your objective)
Internal (within organization)	<u>Strengths</u> Brand Positioning <ul style="list-style-type: none"> • Lordstown Motors continues to accelerate its growth strategies. Despite a general decline in the demand for vehicles in 2020 due to COVID-19, has maintained a competitive advantage due to its strong brand positioning • Large production capacity. • Unique position in the auto market; Luxury Design 	<u>Weaknesses</u> <ul style="list-style-type: none"> • Limited Presence In Developing Countries • Very low sales rate of products • Overdependence on the US Market • Relying on positive media reviews to keep attracting investors and motivate partnerships.
External (outside organization)	<u>Opportunities</u> <ul style="list-style-type: none"> • Growing Demand for Electric Vehicles • Business combination and merging with other companies of the energy sector 	<u>Threats</u> <ul style="list-style-type: none"> • Growing Global Competition • Worldwide Recession • Stocks may keep falling since the company

	<ul style="list-style-type: none"> • Increased Demand for Autonomous Vehicles 	<p>remains purely speculative and has almost no sales;</p> <ul style="list-style-type: none"> • Competition coming from China and recent engine maker Cummins Inc., which could be more efficient.
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Strategic Objectives for Hyliion

Organizational objectives for Lordstown Motors are the short to medium term targets and goals that the organization sets to achieve the bigger strategic goals set for the long term. The organizational objectives are important in shaping resource allocation within Lordstown Motors as well as in determining the policies, schedules and processes that are implemented in Lordstown Motors.

These Are the Objectives behind Lordstown motors Transformation

1. To double the speed of project delivery
2. To triple innovation
3. To build enterprise data centers
4. To create an enterprise data warehouse
5. Create new vehicle concepts with enhanced safety behavior considering not only the protection of the occupants but also minimizing the damage of vulnerable road users.
6. Improve the foot print of the vehicle through novel manufacturing concepts, industry 4.0 concepts application and light weighting of the steel vehicle structure.
7. Low investment manufacturing of highly complex 3D skeleton-frames by applying programmed laser cuts, which will allow high-accuracy multi-directional bending of tubes through simple steps and without the need of expensive templates or complex procedures of alignment.