Business Analysis
Business Information Technology

Chima Jibuike, Mariah Senaa and Ajibola Lawal
JAGUAR & LAND ROVER
PROJECT OVERVIEW

Understanding the market

For this project the group was given a task to become a market intelligence business who is looking to provide a service to businesses to aid in competitive advantage, market intelligence, business analysis and consultancy to help other organisations to grow. The tasks we were given to do for this project were:

- Develop a project plan
- Collate research of your chosen business and industry
- Analyse the research we had gathered
- Present our findings throughout the project
- Create a final report of our work

BACKGROUND OF THE CAR INDUSTRY

For our project the group had to choose an industry to go into to. The industry that the group decided to go into was the car industry. The car industry is made of a variety of car manufacturers. Amongst these car manufacturers there is a high and competitive level of competition. In this industry each car manufacturer falls into categories, this divides the competition of the car industry making the competition more competitive in some aspects. The categories that it get divided into are:

- Luxury Cars
- Everyday Cars
- Companies that do both (Both)

Because the cars are divided into these categories the car manufacturer have a better understanding of who their competitors are and what they can do to gain an advantage over the competitors.
# Contents

## 1 Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project Overview</td>
<td>1</td>
</tr>
<tr>
<td>Background of The Car Industry</td>
<td>1</td>
</tr>
<tr>
<td>Contents</td>
<td>2</td>
</tr>
<tr>
<td>Organisational Structure</td>
<td>4</td>
</tr>
<tr>
<td>Business Model</td>
<td>6</td>
</tr>
<tr>
<td>B2C Markets</td>
<td>6</td>
</tr>
<tr>
<td>B2B Markets</td>
<td>6</td>
</tr>
<tr>
<td>Current and Emerging Technologies</td>
<td>7</td>
</tr>
<tr>
<td>Current Technologies</td>
<td>7</td>
</tr>
<tr>
<td>Emerging Technologies</td>
<td>8</td>
</tr>
<tr>
<td>Competitors</td>
<td>9</td>
</tr>
<tr>
<td>Land Rover Car Competitors</td>
<td>10</td>
</tr>
<tr>
<td>Impact Factors</td>
<td>12</td>
</tr>
<tr>
<td>External Factors</td>
<td>12</td>
</tr>
<tr>
<td>Internal Factors</td>
<td>13</td>
</tr>
<tr>
<td>Economic Trends</td>
<td>15</td>
</tr>
<tr>
<td>Importing &amp; Exporting</td>
<td>15</td>
</tr>
<tr>
<td>Turnover Generated</td>
<td>15</td>
</tr>
<tr>
<td>Employment</td>
<td>16</td>
</tr>
<tr>
<td>Recent Investments</td>
<td>16</td>
</tr>
<tr>
<td>Operations</td>
<td>17</td>
</tr>
<tr>
<td>Financial</td>
<td>18</td>
</tr>
<tr>
<td>Reference</td>
<td>20</td>
</tr>
<tr>
<td>Unique Selling Point (USP)</td>
<td>21</td>
</tr>
<tr>
<td>Service Plan &amp; strategy</td>
<td>22</td>
</tr>
<tr>
<td>Service Plan</td>
<td>22</td>
</tr>
<tr>
<td>Service Work Plan</td>
<td>24</td>
</tr>
<tr>
<td>The Environment</td>
<td>25</td>
</tr>
<tr>
<td>Presentation</td>
<td>26</td>
</tr>
<tr>
<td>Analysis</td>
<td>26</td>
</tr>
<tr>
<td>SWOT Analysis for the Automobile Industry</td>
<td>27</td>
</tr>
<tr>
<td>The SWOT Analysis of Jaguar Land Rover</td>
<td>27</td>
</tr>
</tbody>
</table>
Strengths ......................................................................................................................... 27
Weaknesses ...................................................................................................................... 29
Opportunity ...................................................................................................................... 29
Threats ............................................................................................................................. 29
PESTLE Analysis for the Automobile Industry ................................................................. 30
Project Preparations ........................................................................................................ 35
Week 1 - Setup ................................................................................................................. Error! Bookmark not defined.
Week 2 - Project Plan ...................................................................................................... Error! Bookmark not defined.
Week 3 - Collate Research .............................................................................................. Error! Bookmark not defined.
Week 4 - Collate research .............................................................................................. Error! Bookmark not defined.
References ...................................................................................................................... 40
This is the organisation structure of jaguar global. Jaguar & Land Rover’s organisational structure is a quite narrow. This can also be called narrow span of control a span of control is a certain amount of people who are reporting to one manager. The more people you have the wider the span of control. Having less people means narrow span of control.

Because Jaguar & Land Rover are a global business this could be good for the business as a whole. Firstly because having a narrow span of control enables you to have better communication between managers and employees, this is good because it causes less risk of miscommunication between managers and wrong deliveries of messages. Secondly in terms of skill it requires a lower level of skill to control a narrow span of control considering this even though it’s a narrow span of control it is global so a high level of skill would still be required regardless if it’s a narrow or wide span of control.

Jaguar organisational structure is a matrix organisational structure. An organisational structure is a type of structure that puts the departments in the functional structures with project teams. In the matrix structure, individuals work in teams as well as working in projects.
Using the matrix organisation structure has some advantages and disadvantages to its usage.

Some of the advantages that the matrix organisation structure has on jaguar as a business is that it enables the breakdown of the departments and enhances communication across the organisation. But on the other hand there are some disadvantages to having a matrix organisational structure, one of them being some of the members of the group may have built up trust to the manager they reporting to and mag only report to that manager.
There are many different classifications of channel distributions whether it is physical or via online. B2C channel distribution is also known as Business-to-consumer channel distribution. This is where organisations sell the products and/or services directly to consumers. A very good example would be consumers shopping from home via the internet. This increases relationship marketing as it enables consumers to personalise their own vehicle to their own needs and also BMW enables consumers to login and set-up their account and feel welcomed to their business via MyBMW. In addition to B2C, consumers can also go direct to the BMW centre and purchase their product and/or service without any intermediaries.

Fig.1: BMW e-commerce website – login page for users (BMW, 2014)

B2B also known as business-to-business channel of distribution is an extremely important one, as it includes all of the movement of industrial products, of which there are very many. This may cover raw materials, components, part assembled products etc. (Rushton, Croucher and Baker 2010: 54).

B2B varies depending on what part of the supply chain the organisation is working from. In this case Jaguar Land Rover has Aluminium suppliers to build their automobiles so that would be a form of B2B, on the other hand BMW and other automobile organisations may sell directly to other organisations that may need it for their services for example the Police
force use various cars for their services also third-party dealerships and car showrooms will purchase direct from the manufacturer to sell on to consumers.

**CURRENT AND EMERGING TECHNOLOGIES**

In the automotive industry there are different types of technologies that are used in the industry and also technologies that are being discovered or developed into the creation of automotive vehicles no matter what model the car is.

**CURRENT TECHNOLOGIES**

In the automotive industry today there are different types of technologies that are currently used in cars in society today. Some of them being:

- Satellite Navigation
- Bluetooth
- Touchscreens
- Electric Cars

Satellite navigation is a computer-operated system of navigation which pinpoint the user of the satellite navigation to plot or find the route the user desires, by using the signals from orbiting satellites and mapping data. This type of technology has changed the way we drive today. Enabling us to find a route without having to spend time looking and figuring out the route, we can put in the address or postcode and find the destination within seconds it cuts the preparation of the journey dramatically.

Bluetooth is a type of wireless technology that enables the standard of transmitting a fixed amount of data by using short-wave radio frequencies to connect with different devices such as Mobile phone, headsets, laptops and other electronic device. The fact Bluetooth has be implemented into the designs of cars has made easier accessibility for the driver enabling the driver to take calls while driving without having to use their phones while driving.

Touchscreen is computer display screen that acts as input device. Whenever a touch screen is being touched by a finger or maybe a stylus in a different circumstance, it will register the moment the finger or stylus is touching the screen and send the data to the controller for processing. Touchscreens is used in almost everything we use today from mobile phones to watching TV. The way it has changed the experience the driver get with their accessibility is drastic it enables the user to use less concentration to do something while driving. Although some people still prefer the button for the simplicity.

Electric Cars is one that is propelled by using one or more electric motor depending on the size and power of the vehicle, motors are then powered by a specially designed rechargeable Battery rather than a combustion engine which is used in regular everyday cars. Electric cars has been around for a few years changing the way we think about our environment. Then the electric car came out it started to get consumers to think about how much emissions we create, it created a social effect not just to consumers but to businesses
trying to find more ways to create more efficient cars for the future to help the environment.

**Emerging Technologies**

In the automotive industry there are types of technology that is being developed for the future of the automotive industry. Technology such as:

- Automated Cars
- Biofuel
- Fingerprint Scanners

An automated car which sometime can be described as a self-driving car is a robotic vehicle that is able to travel passengers to and from destinations without having any form of human interactions. The automated car could solve all the problems that we face in driving today such as accidents, having faults breaks, getting distracted by friends or family etc. But even though it can do all this there still factors that have to be considered. Firstly the cost. Google recently created the automated car with $150,000 worth of technology into the car so if they were to put this into the market only a small percent would be able to afford the car due to the fact of the cost of the technology to create the car. Also another factor to consider is how the automated car would be overridden if the owner of the car want to take control of the car would there be a button or would there a voice command to take over. If this car was introduced into the industry how would this affect the market would this attract the consumers and create a trend of buying automated car or would this product be driven out of the market due to the fact of consumers having some computer driving a car that they have no control of.

Biofuel is fuel that is created from renewable resources such as plants biomass, vegetables oils and treated municipal and industrial wastes. Biofuels are good for the environment consider that the carbon dioxide that they give off when they are burned is balanced by the amount of carbon dioxide that is absorbed by plants. The use of biofuel can guarantee a cleaner burning process which gives of less emissions of carbon dioxide. The fact that it is possible to have cars that can produce less emissions than petrol or diesel cars is impressive, it could be a substitute for people who are reluctant to use electric cars due to the fact electric cars have batteries. But on the other hand there factors to consider such as one being the public/consumers. Even if biofuel is created does it mean that it will be used, for the few centuries cars have used petrol and diesel and now there is biofuel how would the public react will they just ignore it and keep using petrol and diesel just because they know that they know that petrol and diesel works and worried about how biofuel would work. Also how would car manufactures implement biofuel engines into their car models for the public?
## Competitors

### XK Signature Coupe:

- **Price:** £54,975

  The Jaguar XK Signature Coupe is for the energetic and adrenaline focused people, Audi TT Coupe is the main competitor.

### Audi TT Coupe:

- **Price:** £29,770

### XJ Luxury SWB:

- **Price:** £56,870

  The Jaguar XJ is a more sophisticated car; often driven by career-focused, hence the S Class is the main rival for the XJ.

### Mercedes Benz S Class Saloon:

- **Price:** £62,905

### F-Type S Coupe:

- **Price:**

  The Jaguar F-Type Coupe is also for the
Land Rover Car Competitors

**Range Rover Vogue:**

Price: £73,950

The Range Rover has now developed a more sophisticated look and is also a much lighter SUV; this is also a formal car so is suited for business people as is its main rival; Porsche.

**Porsche Cayenne Turbo:**

Price: £42,990

The Range Rover Sport is a sport powered car which is also over £10,000 cheaper than the Range Rover Vogue.
**Range Rover Sport:**

Price: £61,250

---

**BMW X3 4x4:**

Price: £30,995

---

**Range Rover Evoque:**

Price: £29,205

---

**Audi Q7:**

Price: £43,895

---

The Range Rover Evoque is the cheapest version of the Range Rover family; this car is focused for everyday usage mostly found to be used for pleasure rather than business.
For the Competitors you also have to consider how to breakdown the market as a whole. So to be able to breakdown the market you would have to do some analysis. One method of doing this is strategic group analysis, this enable the user to breakdown the market into competitive markets in which the competitors are in. The market as a whole is broken down into three sections which are:

- Luxurious Cars
- Everyday Cars
- Both

Both is a small sector that shows car manufactures that create and produce luxurious cars as well as everyday cars.

In the everyday market there is more competition in that sector which would be good for a marketing intelligence business as there would be a lot of potential clients for the services that you are trying to provide to their businesses. But a problem with this is if the demand of the service is too high then businesses would not be able to provide the service to everyone and because of this you would lose potential customers.

**IMPACT FACTORS**

There are many impact factors that affect how a business runs, these impact factors fall into two categories; external which cannot be controlled, and internal which can be controlled. There are many things that are beyond our control, these are the likes of; the government, legislations, trends and many more. But there are certain things a business can control these are the likes of; employees and communication. These can also be called different types of stakeholders; internal stakeholders are within the business whereas the external stakeholders are from the outside.

**EXTERNAL FACTORS**

Different stakeholders are affected by a business in different ways; they will all have their own opinions on the success of a business and what the business should aim for. The first external factor is the government. The government plays a huge part in how a business is run; as they will receive taxes from the business. The government would also benefit from the profit the business generates
and also the amount of jobs that are created, as they would receive income tax and national insurance contributions from employees.

Customers are also another external factor as they cannot be controlled by a business. For Jaguar Land Rover they need to be able to find a target market for which their cars are suited to most, for Jaguar Land Rover this means targeting at the career focused customers as they would have more disposable income to buy the luxury cars. All customers want high quality products and services at a lower price range, however those who are looking to purchase a luxury car expect extremely high quality for the amount they are paying, this means for Jaguar Land Rover they have to ensure their products meet the standards and the needs of the customers from a luxury market. To make sure their customers are left feeling happy about the purchase they have to consider making customer satisfaction an objective, as customer satisfaction is what will guarantee sales.

The local community is an external factor as the business will most likely to be based around a local town. The community will be suffering from the noise and pollution from the business, and also the traffic congestion in the town would increase as there will be goods transported in and out of the community. For a business to survive it has to take in the consideration of the community in which it is based in as word of mouth will travel around, and if the information being passed around is negative it will have a knock on effect on the business. Hence why the business needs to take care of the community and also involve them. This can be done by creating new jobs to support the employability rate in the community, and also can be done by sponsoring local activities or setting up clubs such as sports clubs to help the community. Another objective that the business needs to consider is the environment in which it is based, as pollution will be released from the manufacturing plants and vehicles transporting goods will affect the community’s environment, thus the business should make environmental sustainability and ethical considerations a high priority. Jaguar Land Rover has tackled this by partnering with HITZ a rugby team who help young adults tackle the problems of conflict, unemployment and the lack of career direction. They have also partnered with Prince’s Countryside Fund for three years; the aim is to give grants which can amount to £50,000 on tackling problems with the rural countryside such as farming.

**INTERNAL FACTORS**

The first internal factor on how business is run is its employees. The employees are the fundamental point on the business to run, without employees the business could not function. The employees are focussed on job security as finding a job can be stressful. Employees also want to work in a business who gives good working conditions hence why they may go to work for a company who bases their objectives on ethics. A vast majority of people want to have some aspects of rising in their work place this can be in a form of promotion prospects, this gives employees the drive to work towards a promotion which can included pay raises and bonuses; this may challenge them to sell more products and services, or produce more products and services. In essence if the employees of a business are happy then the business itself will be running more efficiently. Jaguar Land Rover offers their employees competitive industry pay, they offer a wider range of benefits and also have a no discrimination policy on where they don’t discriminate people with disabilities, ethnic minorities and women to work for them. (Noronha, 2013)

Communication is another impact factor. As a business starts to grow it has an effect on the communication chain and thus can have a big impact on how the business is run. Many businesses
have a more hierarchical chain of communication, where there can be seen to have many levels of management. This would have an effect on the communication as those who are seen to be at the bottom of the hierarchy cannot have their messages passed on right away; the message has to travel through many levels of management. This in itself is a problem as the message itself can take a very long time and also the message may be inaccurate as it’s passed on, hence this may lead to confusions. Also those who are near the bottom of the hierarchy may feel isolated and disheartened. Businesses can try to solve this problem by having the middle levels removed, so communications can be improved. (Jaguar Land Rover)
**ECONOMIC TRENDS**

Economic trends can be defined as the overall direction in which a nation’s economy is moving. (Business Dictionary)

**IMPORTING & EXPORTING**

Every automotive company has taken part in an international trade. International trades are key for these companies to be recognised and gain more revenue. International trading also represents an important share of gross domestic product (GDP). Importing and exporting creates good financial interactions between countries, as a country who involves themselves into global trade do so to gain more money. In 2012 the exported products from the automotive industry was worth £30.7 billion, this was accounted for 10% of the UK trade in goods. In 2013 the amount of cars that were exported was over 1 million, and this meant over 100 different counties worldwide were importing UK-built vehicles. (SMMT, 2014)

The advantages of importing and exporting are that it increases the total world production as one automotive manufacturer may be able to produce more vehicles than another and by exporting these vehicles gives the people more choice as there is a wider variety of competitors to choose from. Another advantage of participating in international trade is that it increases market share for the automotive companies as exporting cars to other nations allows their vehicles to be sold and be a demand in other countries as well as the home country; for example Jaguar Land Rover are in the process of building a new manufacturing plant in China, as China has proved an increase in their foreign market share size.

However there is also many disadvantages to participating in importing goods such as cars. One disadvantage is that importing cars will affect the local companies as there would be a higher supply and demand for international cars such as BMW or Mercedes-Benz. Although this will cause a higher level of competition between the companies, it can also mean that local companies such as Jaguar Land Rover cannot cope with the increasing competition environment hence it will force their market share size to decrease drastically, thus to stay in the competition, companies like Jaguar Land Rover need to be more innovative and keep up with the pace of production in the likes of their competitors.

**TURNOVER GENERATED**

Automotive companies have a massive impact of their local economy. In 2012 the total revenue in the UK for automotive companies was £59.3 billion. This figure shows how much influence the automotive industry has upon the economy. This has meant that the gross domestic product (GDP) has increased by 3% since the year before; 2011. In total these figures had added £11.9 billion in value to the UK economy. In 2013 there were over a million new cars built, those that weren’t exported helped the economy greatly as road tax is to be paid for each car you have on road, and with the number scaling over 30 million cars on UK roads the amount of road tax to be paid is a great total. (SMMT, 2014)
Employment

Employment is also a big contributor to economies worldwide. Here in the UK the amount of people employed within the automotive supply chain is at 82,000 and still rising. This helps the economy as those who are employed have to pay income tax and also pay out national insurance contributions. There are a vast majority of skills needed for the automotive industry, these range from the manufacturing department to the IT department. Automotive companies have begun apprenticeships for school-leavers who they provide education and the vial skills needed for the automotive industry. The apprenticeships have risen by 39% in the last two years as 16 year olds have chosen a different route than the traditional higher education route. The automotive industry are predicting that 100,000 new jobs will be created by the year 2020 which will caused by more manufacturing plants opened.

Recent Investments

Here in the UK, there are always new automotive investments. There have been 6 new investments which have created new jobs and will also have a big impact on the production of vehicles. These can be due to new technology or because of the demand for more vehicles. One of the 6 new investments included Jaguar Land Rover; they have invested £1.5 billion for new technologies for future car models. This site opened in Solihull and has created 1700 new jobs.

The advantages of investing in new plants like this are that they help the economy out as people want to buy new vehicles this can most likely be triggered by social factors. However there are disadvantages of plants like this, one being the emissions released into our atmosphere this is with the likes of energy and light releases.
OPERATIONS

The pressure of increasing competition it is important that Jaguar Land Rover keep pace with the markets changes and also the wants and needs of their consumers. They would have developed a strategy for them to deal with that especially with their operations and manufacturing department.

JLR is a very successful British manufacturing company. With headquarters in the UK, it is the UK’s largest automotive business, with over 25,000 of our 26,000-plus employees working there.

Jaguar Land Rover operations are currently split across five sites with three vehicle manufacturing plants – two in the West Midlands at Castle Bromwich and Solihull, one near Liverpool in Halewood – and two advanced design and engineering centres at Gaydon and Whitley in the Midlands. The company is looking at expanding its production with an engine production facility in the UK and another manufacturing plant in China to address the emerging Chinese market.

It is across these five sites that Jaguar Land Rover produce the vehicles that sell into 178 countries, thus satisfying the demands of the company’s dealers around the world. These figures make Jaguar Land Rover one of the largest exporters by value in the UK, with more than 80% of the vehicles produced being sold abroad.

Jaguar Land Rover is also continually investing in these sites to make sure the demand and appeal is constant. We are the largest investor in automotive research and development and engineering in the UK, with continued expansion at our sites having resulted in a steady increase in jobs.

Each of the company’s five sites is thriving as demand for new Jaguar Land Rover vehicles continues to rise. *(Jaguar Land Rover, 2014).*
Finance
Organisations need to have the ability to control the accounts when recording transactions and also monitoring activity, because if the transaction records are accurate and are maintained while being closely monitored then the organisation can take control when money is flowing in and out of the business. An example of control costs would be if the expenses were increasing and sales were dormant and staying the same then the owner organisation will have to make decisions and looks for ways to control or even cut costs.

Within the organisation there would be someone who is responsible for the planning, monitoring and controlling the resources that they have been held responsible for. It is important that they understand the business accounts as it will aid them to make better informed decisions and plan for the future. Management of the organisation involves careful co-ordination of resources which include the staffs, materials, stock and also money. The managers at the organisation must ensure that their funds are sufficient so that wages can pay wages, order new stock, pay bills and meet other demands for cash outflows by balancing this with the money coming in from sales.

It would be impossible for the organisation to know whether they are making profit or making a loss, or whether or not the business was owed money or in debt to others. Profit is the increase in wealth attributable to the owners of a business that arises through business operations. (Atrill, McLaney 2013: 67) whereas a loss is a shortfall suffered when total revenue from sales is lower than the total costs of the business.

Organisations have various ways that they can measure their financial performance and also take action on how to improve its performance. Key indicators of financial performance include:

![Revenue Graph](image)

**Fig.1:** Shows the increased revenue of Jaguar and Mercedes Benz in the last three years.

**Revenue** - Is the measurement of the inflow of assets (for example, cash or amounts owed to a business by credit customers), or a reduction in liabilities, arising as a result of trading operations (Atrill, McLaney 2013: 67).
Fig. 2: Shows the increased gross profit of Jaguar and Mercedes Benz in the last three years.

Gross Profit - The amount remaining (if positive) after the cost of sales have been deducted from trading revenue. (Atrill, McLaney 2013: 67).

Net Profit - This is also known as the profit for the period as it is the final result after all appropriately matched expenses have been deducted from revenue for the period. (Atrill, McLaney 2013: 71).
Fig. 2: Shows the increased retail units of Jaguar and Mercedes Benz in the last three years.

**REFERENCE**

Unique Selling Point (USP)

Unique Selling Proposition
The factor or consideration presented by a seller as the reason that one product or service is different from, and better than that of the competition. (Entrepreneur 2014).

It is important that a business has a vision and uses it to determine their USP. They would need to have done plenty market research in order to view their success or failures of their competitors and allowing consumers to see exactly their unique selling point. This will make it much easier for the organisations to attract potential consumers in order to purchase their product and/or service instead of their competitors - these ties down to their business aims and objectives depending on the organisation to increase sales increase to increase profits and gain a larger share of the market.

Some businesses in the automobile industry have the similar USP so they are competing with each other via price, quality, usefulness, whether the automobile is ethical, appearance and also the mechanical and technical components of the product the organisation is trying to sell to consumers.

Businesses also differentiate themselves via service packaging - so that they might consider increasing the quality of the customer service in order to engage and interact with their customers the opening hours of their physical store, location and also their online presence. Branding is another key element that organisations use in order to grab the attention of their potential consumers.

For the groups marketing business we would need a unique selling point (USP) to differentiate ourselves from other competitors to attract potential customers/clients. So for the groups business the unique selling point (USP) is firstly we only gather data for luxurious car manufacturers. This is a segment of the of the market where the competition is fierce so the demand for data on the market would be high as all the competitors want to gather data to gain an competitive advantage over their competitors. Another unique selling point (USP) that the business would have is that the business is based in the United Kingdom (UK). This is good because it shows clients that the business is set up in a developed country and the business has the available resources to obtain the high quality data. Thirdly the last unique selling point (USP) is that the business is flexible with the data it can obtain the data that it can obtain. If a customer wanted a specific piece of data from the automotive industry then the business can gather the data. This is a good unique selling point (USP) because it shows how flexible the business can be with the customers demand.
**SERVICE PLAN & STRATEGY**

**Vision:** To deliver specific data that the client requires for their businesses

Before you create a service strategy you have to create a service plan. In a Service plan you have to have to identify your vision. By identifying your vision it enables you to see what your aim is for the service that you are trying to provide. You have to identify the target vision. This process can be done by using the strategic service vision. In the strategic service vision there is four parts to identify:

- Service Delivery System
- Operating Strategy
- Service Concept
- Target Market Segments

<table>
<thead>
<tr>
<th>Service Delivery System</th>
<th>Operating Strategy</th>
<th>Service Concept</th>
<th>Target Market Segments</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Understanding, and flexible with the data that needs to be obtained for the business</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Efficient in finding the data so that the work doesn’t overload</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Taking on only a few businesses at a time to maximise efficiency and quality of the service.</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• To obtain data that is specifically needed for the business</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Giving the client up to data so the service is of high quality</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Automotive industry</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Car Manufacturers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Luxurious Cars Only</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**SERVICE PACKAGE**

**Supporting Faculties:**

1. **Location:**
   a. The business is based in Coventry so there is easy access form trains and buses if preferred taxis.
   b. The business is going to be located next to Coventry University because of Coventry University being located in the centre of Coventry the businesses will be centrally located.

2. **Interior Decorating:**
   a. The atmosphere when entering the building will be welcoming to make sure the customers can be upfront with what they want.
   b. The quality if the furniture would be colour co-ordinated with the colours of our business which are blue, red and white.

3. **Facility Layout:**
a. There will be a natural flow of the work being done. Also there will be no backtracking

**Facilitating Goods:**

1. Consistency:
   a. Delivering the data at the required time that the clients want the data to be obtained by

2. Quantity
   a. For each piece of data that wants to be obtained will be delivered in a stand sized report for the client

3. Selection
   a. Because of the business being flexible with data the client can choose any type of data to obtained in the automotive car industry on luxurious cars

**Information:**

1. Accurate:
   a. The data obtained for the customer will be up to date with the industry to ensure that the businesses service is of high quality

2. Timely:
   a. The business aims to get the specified data that the client asked for to be delivered in the time frame that the client has given the business.

3. Useful:
   a. Because the business is an online business, the business will provide a tracking system to enable the business to see the process of obtaining the data and to see how much data is obtained so far.

**Explicit Services:**

1. Availability:

Due the business being online the service is available 24 hours a day and 6 days a week closed on Sundays.

2.

**Implicit Services:**

1. Attitude of Service:

Understanding towards the client, being considerate to the client’s needs and also willing to make offers for the clients.

2. Atmosphere:

The atmosphere in the room will be calm and pleasant so enable the clients to be open with their suggestions

3. Privacy and Security:
Accounts being created for the clients to enable protection of the data obtained to ensure security to the customers.

4. Convenience:
The online website makes it convenient for the clients to ask for specific data to be obtained

**SERVICE WORK PLAN**

Service work plan is used to make sure that you know what services that are required for the business or project.

Business Analysis:

1. Service (Client): the delivery of data obtained for the specified data asked for
2. Requirement: An Understanding of the sector
   a. Service (Operations): using the website to give orders
   b. Requirement: Business must be notified
   c. Requirement: Account be created of the client
3. Requirement: Website Functioning
4. Requirement: Unhackable
   a. Service (Client): Assurance of the data being obtained and being kept safe.
   b. Requirement: data collected must be stored or encrypted
   c. Requirement: software used to store the data must be maintained to a high standard
   d. Requirement: software may have to be updated frequently to ensure the safety of the data
The Environment vs. Automobile Industry

The environment is a big concern when it comes to the automobile industry. With the car industry booming, environmentalists are concerned about the amount of CO2 emissions being released into the atmosphere. Although new cars are being manufactured to be more efficient than the year before, the industry still impacts the surroundings. Figures show that over a period of 10 years (2004-2013) the reduction of CO2 emissions have reduced by 25.1%, which also empathises that cars are being made more efficiently, by approximately 14.1%, is a car more efficient being manufactured in the year 2014 than the one in 2009. SMMT also state that at the end of a vehicles life more than 85% is recycled, which reduces the search of raw materials to a certain extent. However air pollution does cost the economy, and for the UK that figure is up to £20 billion annually. This money goes towards research of the health and environmental impacts of air pollution. (THE SOCIETY OF MOTOR MANUFACTURERS AND TRADERS, 2014)

![CO2 emissions by sector](image)

Figure 1

Figure 1 shows that the car industry ties at 3rd place with the “Other” sector for the most CO2 emissions released per sector. This would mean in 2004 the car industry would have taken 2nd place as the percentage would have been at 38.5%. Again this empathises on exactly how much the car industry is improving the efficiency of the cars manufactured.

In 2012 the total number of vehicles on UK roads was over 35 million, and 88% of these vehicles were cars, and 0.3% was public transport. This shows exactly how much pollution is still a problem, as one bus that can carry up to 65 passengers equals 50 cars.

It is estimated that annually 5% of UK deaths are due to air pollution, as it can reduce the life expectancy by 11.5 years or even more. Diesel fumes is said to be the main reason for the poor air quality, the number of new registered cars diesel-powered has still continued to increase. In July 2010 sales for diesel-powered vehicles surpassed the sales of petrol-powered vehicles; this change was particularly pushed by the governments’ taxation policy. (Healthy Air)
9.4 million Cars licenced in 2012 were diesel cars. However over the last few years there has been a steady rise in the use of alternative fuel vehicles; including gas, electricity and even combinations such as gas bi-fuel and hybrid electric. So the automobile industry is trying to tackle the problem of air pollution. The car manufacturers now have a mandatory CO2 target which is set by the EU (European Union). With this new law the vehicles sold in Europe will have to be less than 130 grams of CO2 per kilometre by 2015, consequently a reduction of 40% by 2020. (Environmental Protection UK)

The sales however for the environmental friendly cars are starting to rise. In the year 2013 there were only 270 electric vehicles sold, a year later and the figure rose to 1,200 electric vehicles. There is also a rise in hybrid cars, having sold just over 10 thousand; this figure has increased by 45% from the year before. (Vidal, 2014)

**PRESENTATION**

The group had the presentation that the group presented in front of our peers and lecturers. The group decided to do the presentation on Prezi, the reason the group had chosen to do the presentation on Prezi is to make our presentation stand out from the other groups. As a whole the presentation went well. The group got some feedback from the lecturers, things that went well in the presentation things that went wrong in the presentation and things to improve on for future presentations.

Presentation Skills & Cohesion
- Overall audible and eye contact was great
- In terms of professionalism, this could have been better. i.e. bag still on, hands in pocket
- Handover from speaker to speaker needed better flow
- Maybe could have done with more practise

-Excellent that you used Prezi - different from all other groups
- Some good trends highlighted from PESTLE

Some considerations for you:
- There was too much emphasis on Jaguar Land Rover rather than the Market as a whole
- More on emerging technologies required
- How would you say these companies compete?
- What are the USP’s for different companies in this sector?
- What are the key facts/trends that are occurring in the sector as a whole?
- Make sure you have considered a range of impact factors
- Have you done a service strategy?

**ANALYSIS**

**SWOT**
SWOT Analysis for the Automobile Industry

Strengths: With a many different car manufacturers, together they make up over a trillion in profit, this is great news for economies as these car companies need to pay tax to the government.

Weaknesses: The automobile industry is still a big factor of polluting the environment, although the industry is manufacturing more energy efficient cars there is still a lot of car emissions in our atmosphere that is affecting health of civilians and also contributing to global warming.

Opportunities: Growing of economy this led to increase on purchasing power customers as well as growing of emerging markets this is because if the consumers are strong and there are close alternatives available for the product, the point of competitive rivalry will be greater. Also with the research of new sources of energy being developed this brings new opportunities as the industry would lead in innovation and technology. Also keeping up with new social trends the car manufacturers will be designing and producing cars that will attract the public and increase on sales as people will always look for new models and designs.

Threats: New laws may be forced regarding the gas emission and safety issues as this affects the world so the industry would need to adjust to the new rules and regulations. Introduction of new technologies would be a threat as companies would need to pay for these upgraded technology and also learning how it would work, this is time and money consuming. The cost of fuel price has rocketed over the last few years, and as most cars are using fuel, this affects the industry directly as people don’t have enough income to pay high prices of fuel and will look for alternative methods of transport such as public transport, this will mean that manufactures will be producing more fuel powered cars but sales will be decreasing as it will be expensive to pay the high prices. Another threat is new competitors entering the industry this will make it more challenging as it will make it harder for companies to come up will original designs as there are so many competitors who may have already used the ideas before.

The SWOT Analysis of Jaguar Land Rover

Strengths
Jaguar Land Rovers also known as JLR have very successful brands within the global market which have their strengths. One of the company's main strength is their leading brand of luxurious cars which have been complimented with some prestigious award, making their products appealing and acceptable to their consumers and target audience allowing their brand to be highly recognisable.

Below are some of the key awards that they have received during the business year of 2013/2014.
TATA is the parent company to Jaguar Land Rovers also known as JLR. India’s largest automobile manufacturer. The large organisation joined together as one company officially in 2013. Since their takeover sales and profits have risen year after year.

The actual branding of the JLR Company is also a key strength that enhances their USP and competitive advantage.
The JLR Company is also doing very well in the geographical areas of China with a 34% increase from FY13 - 77,075 to FY14 - 103,077, as well as the Asia Pacific with a 28% increase. In the UK and Europe it is slowly rising with Europe increasing by 2% and the UK by 6%.

WEEAKNESSES
The company is facing a hard opposition in struggle for market share in continents such as Europe, and UK by their rival competitors such as BMW 3 and 7 series, Mercedes, Porsche and Audi.

OPPORTUNITY
JLR will want to target different countries and introduce new models. In order for them to expand their operations within the markets they are in. For example, Indian and Chinese markets which is one of the fastest growing car markets at the moment.

THREATS
Since most of JLR cars are exported overseas, the company market highly depends on the daily fluctuation of the currency which sometimes can lead to disadvantages in the global market with other competitors.

The British Pound compared to weak Euro or Yen would reduce company's sales or weaken the financial status of the company in the Chinese and European markets. The change in price of oil and other raw materials can also be a threat in the company's profit.

It is important that JLR follow the SWOT analysis, so that they can understand the company's latest car models and their impact.
PESTLE

PESTLE ANALYSIS FOR THE AUTOMOBILE INDUSTRY

Political factors: All organisations should be aware with all rules and regulation governing the production of cars; these including fuel efficiency cars which are vastly highlighted, vehicle emissions, and safety and standard issues should be given priority. Political factors such as these are stressed because most regulations are coming from the consumers concerns on their well-being and also the atmosphere which surrounds them.

Economic factor: This is an important factor affecting everyone with vehicles and also those who are producing and selling the vehicles; as it includes interest rate, exchange rates, inflation, unemployment rates and the amount of disposable income. The automobile industry has a big impact on all economies around the world. For career focussed people having an expensive car is important as it makes them feel important, these people have enough disposable income to do so as they are earning enough to live the expensive lifestyle. However other people may not have as much disposable income but still would like a nice car thus buying the car through hire purchase, though to get deals with low interest rates you require to have a good credit rating and 10% deposit of the car value price in needed.

Social Factors: Many people are career focussed people and therefore want to give the professional image and thus this influences their choices on expensive good looking cars. In the 21st century a vast majority of people would not like to be seen driving an unappealing vehicle, as this will cause others to prejudge the type of person you are, hence trends being another social factor. Cars are also a big contributor to air pollution affecting our environments due to emission of Co2 and noise. It has affected our environments with these emissions and has led to diseases related to breath and skin as civilians breathe in these harmful gasses. Traffic jams affect the environment as the engine is switched on but the car is stationary this leads to the loss of fuel which is both frustrating and expensive, making the whole process time consuming.

Technological factors: Cars manufactures are starting to introduce alternative energy vehicles, which are driven by electricity only so you would be recharging batteries instead of inserting fuel or diesel into the car. Other alternative energy solutions are fuel cell, hydrogen, solar or hybrid cars. Regardless of its expensiveness it will be the key to energy efficiency vehicles and lowering pollution by a lot. Other technologies such as synthetic materials and logistics computer-aided design software will increase efficiency and save a lot of money.

Legal Factors: The manufacturers should abide by all rules and regulation; such as the gas emission laws, safety laws, and vehicles regulations. This is important as the manufacturers would be committing an offence if they weren’t to follow the laws, this could also result in the manufactures paying out a costly fine. This would also affect the reputation on the organisation which could cause serious problems within the sales apartment and with the
partnerships and collaborations with other big businesses as no company would like to associate with negative statuses.

Environmental factors: Environmental pollution, is one of challenging issues threatening the world, car manufactures should pay attention in it issues, by transforming their technology into alternative energy vehicles, reduce emissions. Today’s customers are the victims of gas emissions causing health problems, hence in the future consumers will choose and prefer alternative energy vehicles to preserve the environments and improve the health implications drastically.

**ANALYSIS**

It is important that a business has a vision and uses it to determine their USP. They would need to have done plenty market research in order to view their success or failures of their competitors and allowing consumers to see exactly their unique selling point. This will make it much easier for the organisations to attract potential consumers in order to purchase their product and/or service instead of their competitors - these ties down to their business aims and objectives depending on the organisation to increase sales increase to increase profits and gain a larger share of the market.

Some businesses in the automobile industry have the similar USP so they are competing with each other via price, quality, usefulness, whether the automobile is ethical, appearance and also the mechanical and technical components of the product the organisation is trying to sell to consumers.

Businesses also differentiate themselves via service packaging - so that they might consider increasing the quality of the customer service in order to engage and interact with their customers the opening hours of their physical store, location and also their online presence. Branding is another key element that organisations use in order to grab the attention of their potential consumers.

The majority of businesses within the automobile industry will have similar unique selling propositions, which could be either the price, branding of the organisation, offers that are available to customers, services that the customer and/or consumer receives prior and post sales, the quality of the product/service or even other external perks - in this case SMART car consumers don't have to pay congestion charge

The organisations within the automobile industry that specialise in luxury or premium cars will have similar USP but will consider themselves different as they will have their own competitive advantage for example; BMW is a German-based automobile, motorcycle and engine producing company which has a portfolio of brands which include BMW automobile and motorcycle, MINI and Rolls-Royce and Husqvarna. Their advertising tagline "The Ultimate Driving Machine" this already shows their USP and communicates to their audience to a certain extent (Research Methodology 2013).

In regards to BMW the USP is brand orientated and this can be elaborated via these points:

1. **Representation of status and achievement**: BMW belongs to premium car categories, and accordingly, possession of a BMW model car can be interpreted as a sign of achievement and social status in a society (Research Methodology 2013).

2. **Effective design and features integrated to each model of the brand**: These common design and effective features include, but not limited to the two-section, rounded radiator
grille, attractive aesthetics, sophisticated style, and Hofmeister kink, i.e. the counter curve in the window-outline at the base of the rear roof pillar (Research Methodology 2013).

3. Competitive post-sales service: BMW received positive acclaim for superior after-the-sales customer service and this fact is greatly valued by customers (Research Methodology 2013).

A very useful method of B2C that organisation within the automobile industry, is the use of internet marketing. Having an online business helps customers because it is better for the customers to shop online than in store because the first disadvantage of shopping in store is that customers might feel pressured into buying certain things as businesses might want to get the customers to buy certain products or services due to the sales force team hence offering the services online will reduce the amount of pressure that customers might feel when they are shopping.

The features on the website also benefit customers because they will have their own profile - in terms of BMW they have the 'MyBMW' scheme (BMW, 2014). The internet is a global network which means that customers from different countries will be able to visit the website. This increases the chances of more customers using the website - in order to purchase.

The internet offers organisations within the industry to use a direct channel of supply to its customers wherever they are in the country, this process is known as disintermediation - cutting out the middleman. This makes it highly efficient for organisations as it saves them money but on the other hand there may be a danger of destabilising the traditional channels that may be a valuable source of revenue to the business.

Organisations will needs to consider the impact such a move may have on the existing methods of distributions. If a new online channel causes problems with an established set of business relationships it will cause a channel conflict. For example, if BMW had a partnership with a company that provides their customer services, call centres, warehousing, product fulfilment and also works with them to offer better online customer support they will both share customer data and work to create the brand identity.

The internet is continually growing and developing technologically; organisations within the automobile industry are in a competitive market and are facing up to the challenges of how to adapt to the technological changes. If there weren’t any technological changes there wouldn’t be any progress and it is important for Tesco Plc. to be innovative in all markets despite the pressure. Tesco Plc. can respond to new ways of working via knowledge based economy which is based on the creation of advanced information services that inform both businesses and citizens so it will help enhance the products, making the services more efficient for example – deliveries will be much faster and efficient than others. Within this economy speed wins all time, therefore the pressure of the management will be increased.

The internet can also be useful when dealing B2B, building up customer profiles is very useful, as they can characterise each customer in terms of the products they have bought, this information helps to place customers in their market segment and organisation can form an appropriate marketing relationship with them.

Buyers also exist in the business-to-business market – individuals who have the responsibility to purchase on behalf of the business or group of individuals who are buying units for the business. In business-to-business buying there would be an individual or group of individuals who will have the influence over the buying decision. Marketers within the organisations have to try to reach out to
the individual or group through their sales fore or through other marketing communication methods.

As a market intelligence business will be using the B2B business model in order to make transactions and information flow between the organisations within the automobile industry. This model will allow the business to sustain itself order to generate substantial revenue in order to stay in business.

Having online presence may be essential as well as having a physical presence so that other organisation that want to communicate and want a service provided this can be offered. Information on what the business is about and how the services are provided with the portfolio of previous consumers will be listed on the online website - which will be for service purposes.

Financial ratios provide a quick and relatively simple means of assessing the financial health of a business. Ratios can be very helpful when comparing the financial health of different businesses just by calculating a small number of ratios it is often possible to build up a revealing picture of the position and performance of a business.

Financial ratios can be grouped into different categories, these categories relate to a particular aspect of financial performance or positioning. In this case we will be looking at the profitability ratios - these ratios provide insights relating to the degree of success in creating wealth.

1.1 GROSS PROFIT MARGIN
The gross profit margin ratio relates the gross profit of the business to the sales revenue generated for the same period. It represents the difference between sales revenue and the cost of sales. The ratio is therefore a measurement of profitability in producing and selling goods or services before any other expenses are taken into account (Atrill, McLaney 2013: 189).

For every £1 an organisation has made in sales how much is left as gross profit after the costs of goods sold has been deducted. An example of this would be a gross percentage of sales of 88% means that for every £1 of sales made – 88p is left as gross profit.

If gross profit margin falls from one year to the next organisations may need to reduce the costs of its purchases, which may involve in looking for a cheaper supplier but on the other hand they will have ensure that it doesn’t affect the quality of their product or they may increase sales without increasing the cost of goods sold.

\[
\text{Gross Profit Margin} = \frac{\text{Gross Profit}}{\text{Sales Turnover}} \times 100
\]

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jaguar</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1,502,000</td>
<td>×100 = 15.22%</td>
<td>2,095,000</td>
<td>×100 = 15.50%</td>
</tr>
<tr>
<td>9,871,000</td>
<td></td>
<td>13,512,000</td>
<td></td>
</tr>
<tr>
<td>Mercedes Benz</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8,755,000</td>
<td>×100 = 15.25%</td>
<td>8,820,000</td>
<td>×100 = 14.30%</td>
</tr>
<tr>
<td>57,410,000</td>
<td></td>
<td>61,660,000</td>
<td></td>
</tr>
</tbody>
</table>

This ratio in within the three years shows the Gross Profit Margin for Jaguar has increased from 2011 to 2012 by 23% but in 2013 it decreased down to 14.82% by 0.68% despite the gradual increase of gross profit which may be due to the rise in cost of sales which increased in 2013.
This ratio in within the three years shows the Gross Profit Margin for Mercedes Benz decreased from 2011 to 2012 by 0.95% despite the gradual increase of gross profit which may be due to the rise in cost of sales which increased in 2012 which is similar to Jaguar. In 2013 Mercedes Benz increased their margin to 16.82% by 2.52% but in 2013 it decreased down to 14.82% by 0.68% despite the gradual increase of gross profit which may be due to the rise in cost of sales which increased in 2013.

1.2 Net Profit Margin

This ratio looks at net profit as a percentage of sales turnovers – often referred as the net profit margin. For every £1 that an organisation has made in sales how much is left as net profit after all the expenses has been deducted. An example of this would be a net percentage of sales of 31% means that for every £1 of sales made – 31p is left as net profit.

If net profit margin falls from one year to the next organisations may need to reduce its expenses, which may involve in looking for a cheaper premises or cutting staffing costs. It is important to know the cause of a falling figure in order to relate to sales, costs of goods sold or expenses as these factors impact on the net profit margin.

\[
\frac{\text{Net Profit}}{\text{Sales Turnover}} \times 100
\]

<table>
<thead>
<tr>
<th></th>
<th>Jaguar</th>
<th>Mercedes Benz</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2011</td>
<td>2012</td>
</tr>
<tr>
<td>Net Profit Margin</td>
<td>10.50%</td>
<td>10.96%</td>
</tr>
<tr>
<td>Sales Turnover</td>
<td>(\frac{1,036,000}{9,871,000}) × 100</td>
<td>(\frac{1,481,000}{13,512,000}) × 100</td>
</tr>
<tr>
<td>Net Profit Margin</td>
<td>6.58%</td>
<td>13.56%</td>
</tr>
<tr>
<td>Sales Turnover</td>
<td>(\frac{6,029,000}{57,410,000}) × 100</td>
<td>(\frac{6,830,000}{61,660,000}) × 100</td>
</tr>
</tbody>
</table>

This ratio in within the three years shows the Net Profit Margin for Jaguar has increased from 2011 to 2012 by 0.46% but in 2013 it decreased down to 7.70% by 3.26% despite the gradual increase of sales turnover there net profit in 2013 is less than that of 2012.

This ratio in within the three years shows the Net Profit Margin for Mercedes Benz increased from 2011 to 2012 by 6.58% despite the gradual increase of net profit, in 2013 Mercedes Benz their Net Profit margin decreased 13.56% by 3.52% which is less than that of 2012.

For both organisations there may have been a price decrease which may have affected their overall net profit margin, as well as other business costs that may have impacted on the business - so they might have increased profits but when analysing the financial performance other the years the margins show otherwise.
CONCLUSION

In conclusion of our findings we have found our business as a market intelligence is focussed upon one market sector; automotive industry. Although we made sufficient discoveries our market intelligence business should widen our knowledge on the different sectors such as the food sector, this information would help us help new businesses who are entering these sectors for the first time.

To help our market intelligence grow we could research and gather findings for other transportations that would give new businesses the competitive edge. These can include the motorcycles, public transport and even taxi services, by expanding our knowledge on these variables within the sector we would have more new businesses that would come to us.

If we as a business could understand and pin point what the unique selling points are in different sectors then we could also help new companies compete with existing innovative businesses. Hence if we broaden our research amongst other sectors we would be able to provide businesses with a competitive edge.

PROJECT PREPARATIONS

For this project we had to do some preparations to ensure firstly what where doing, secondly to measure our progress throughout the project and thirdly to make sure we stay on track with our work so that we don’t go behind on our work.
The preparation that I done were:

- Project Log Book
- Gantt Chart
- Risk Assessment
- Using Podio for Communication
- Progression Sheet

The Gantt chart was used to make everyone in the group aware of what the week we are on and what the task was for that week was.

The project log book was used to make sure that I the project manager remember every detail that happened each week. This was good for me because if any mistakes were made or I forgot a certain detail I could go back to the project log book and check and reference any information I’m not sure of.

Project Log Book

**WEEK 1 - SETUP**

In week one tow of the group members introduced ourselves to each other three of the other group members didn’t show up so the group waiting for their arrival so can start the course quickly. The group also set up our tablets for our course and as well as that set up all the GitHub accounts so the group can use it for future projects. The last thing that the group had to do was set up was our raspberry Pi’s for our programming.

**WEEK 2 - PROJECT PLAN**

For week two the group was still waiting on our other members of our ALL Group, until the group got told that the other members in our ALL group didn’t arrive in time for our course.
So the original group members got put together with another group that had only two people, basically they were in the same situation as us. The group developed a project plan for our project and together created the Gantt chart, the progress sheet. For the project management tool the group decided to use Podio. The reason why the group decided to use Podio is because it gives the opportunity for any member in our ALL group to access work from any other member as well as edit work and it’s an easy way of communication. The project manager had to write out the project tasks and the project log book for each week.

**Week 3 - Collate Research**

This week started to do our research for our chosen industry that the chose. The industry that the group chose was the car industry and the business that the group chose to study and research was Jaguar Land Rover. So for the research the group had to highlight the customers USP (Unique Selling Point) as well as clearly defining who the customers are. As well as doing this the group had to identify different aspects of the business such as:

- Current and Emerging Technologies
- Economic Trends
- Consumers
- Organizational Structures
- Competition
- Impact Factors
- Financial Data
- Operations
- Business as a Whole
- Provide Understanding for the sector

For this to be done well the group had to divide it between us as a group. This is how the group divided it so that the group was able to divide the work equally:

**CJ (Me):**

- Business as a whole
- Current and Emerging Technologies
- Economic Trends

**Mariah:**

- Consumers
- Organizational Structures
- Competition

**AJ:**

- Impact Factors
- Financial Data
AK:

- Operations
- Provide Understanding of The Sector

**WEEK 4 - COLLATE RESEARCH**

For this week the group carried on with our research the group had a discussion to discuss what they had gathered so far in our research. On Tuesday the group ran into some problems with our research. One of our members of our group had to leave the course due to the fact that they was having some family problems back home. Because of this unexpected turn of events the group had to reorganize our organizational structure for our research so the group could still get the data that was needed for the analysis. So the group decided to leave some parts of research because of this and reorganized our structure to get this:

CJ (Me):

- Current and Emerging Technologies

Mariah:

- Consumers
- Organizational Structures
- Competition
- Economic Trends

AJ:

- Impact Factors
- Financial Data
- Operations

One of the group members had to finish his work by Thursday as they had to go to the hospital because of his arm. The group member was successful and delivered his work on Wednesday rather than Thursday which was good it shows how reliable the group member can be even if any circumstances come up.

**WEEK 5 - ANALYSIS**

This week was about analysing the data that the group had obtained from the group research. The group had to do all sorts of analysis on the research gathered such as:
• SWOT Analysis
• PESTLE Analysis
• Strategic Group Analysis
• Financial Graphs
• Finding Out Impact Factors, and Economic Trends

Doing this helped us with putting all the research that the group had gathered and produce it into a formal report.

**WEEK 6 - CREATING PRESENTATIONS**

This week the group had to start to crate the presentation that we would present to the other members of our class and also to lecturers. The group decided to do our presentation on Prezi. The reason why we chose to do this on Prezi is because it make our group stand out from other groups that are using Microsoft Presentation. The group has to cover all the aspects of the analysis that the group had done on all the groups’ research.

**WEEK 7 - PRESENTATIONS**

This week the group had to present our presentation to the other members of the class as well as other lectures in our course. As a whole the presentation was good we didn’t get to finish the presentation in time. After the presentation we got some feedback our the group’s performance, showing us what went well, what went wrong and what could be improved for future presentation. Also this week the group had to finalize the report and have a rough copy of the report done.

In any project there will be risks, in order to prepare for those risks you have to identify the risks and find solutions for the risks if they happen. For this I had to create a risk assessment. The risk assessment enabled me to identify the possible risks in the project and find solutions and create precautions so that the project can continue to run smoothly.
For this project we had to have some way of communicating, showing each other's work and communicating about the project. For this we decided as a group to use Podio. Podio is an online project management tool that enables any project group to communicate with other group members and send work to other members enabling them to see each other’s work and edit each other’s work.

---

### Risk Assessment

<table>
<thead>
<tr>
<th>Risk</th>
<th>Likelihood (1-10)</th>
<th>How Risky (1-10)</th>
<th>Solutions</th>
</tr>
</thead>
<tbody>
<tr>
<td>40% risk of our group leaving the group</td>
<td>3/10</td>
<td>9/10</td>
<td>Get everyone to make a plan so that we can divide the work equally</td>
</tr>
<tr>
<td>40% risk of our group being absent or ill for a day</td>
<td>9/10</td>
<td>5/10</td>
<td>Make sure everyone is aware of this so they can plan</td>
</tr>
<tr>
<td>40% risk of our group being absent or ill for a day</td>
<td>5/10</td>
<td>5/10</td>
<td>We will give them the warning to catch up with work</td>
</tr>
<tr>
<td>40% risk of our group being absent or ill for a day</td>
<td>3/10</td>
<td>7/10</td>
<td>Make sure everyone is aware of this so they can plan</td>
</tr>
<tr>
<td>A member of our group getting injured due to an accident</td>
<td>2/10</td>
<td>It Depends on the Injury</td>
<td>Recognise the structure so that work is still done</td>
</tr>
</tbody>
</table>

---

### REFERENCES


