

Business Management
Introduction in Business
LCBB4007



Lotus Cars
Group presentation
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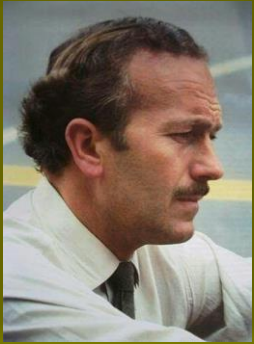
- **An Overview of the Lotus Cars**
 - ✓ presented by Carmen Antal-Berbecaru
- **Structure, Size and Functions of the Lotus Cars**
 - ✓ presented by Carmen Antal-Berbecaru
- **SWOT and PESTLE analysis – the internal and external factors that affect the organization**
 - ✓ presented by Natalia Jitari
- **Primary and Secondary Stakeholders at Lotus Cars**
 - ✓ presented by Constantin Iftimie
- **Final words**

2024

‘Adding power makes you faster on the straights, subtracting weight makes you faster everywhere.’ (C. Chapman)

COLIN CHAPMAN, LOTUS FOUNDER

LOTUS CARS' TIMELINE

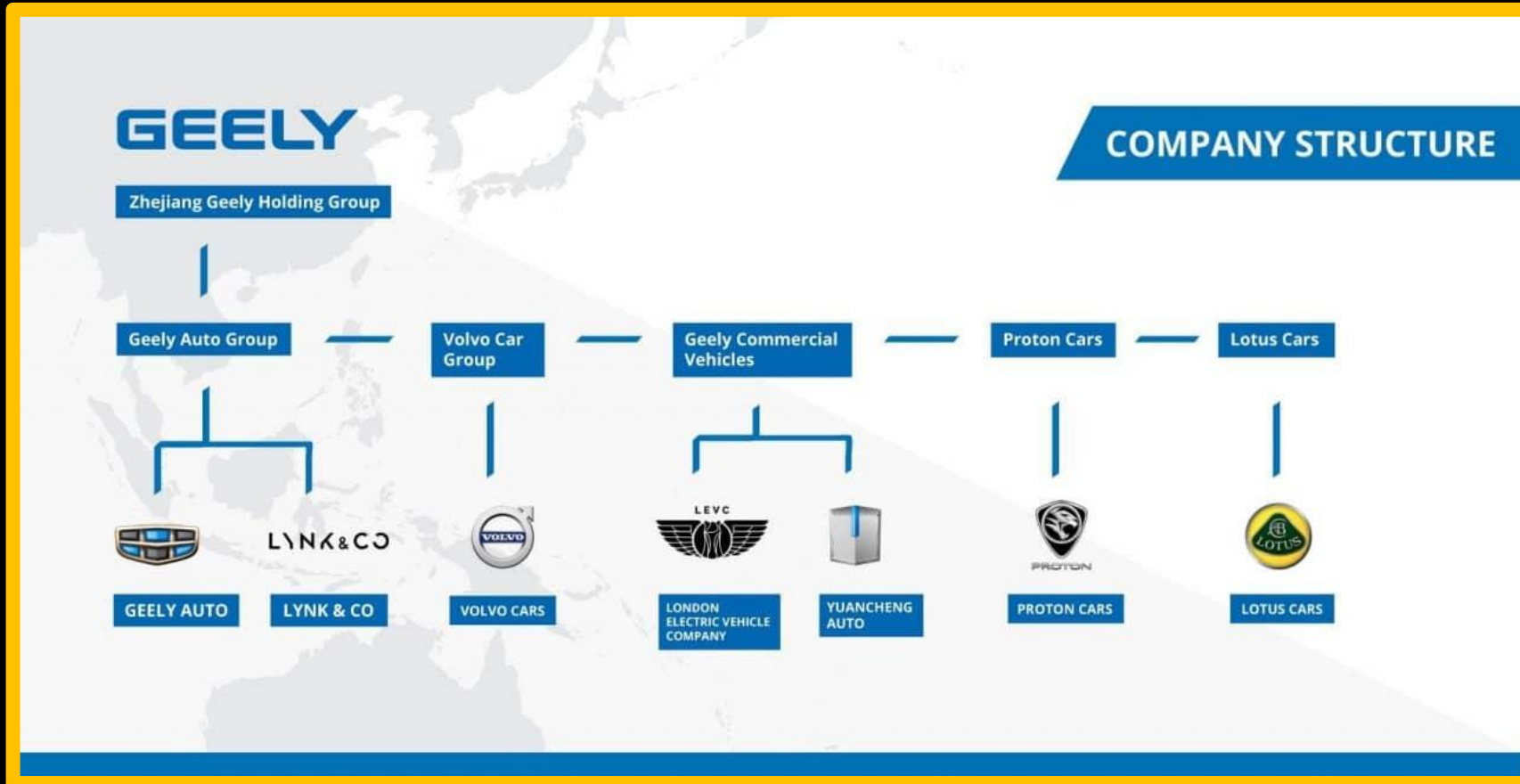


Colin Bruce Chapman
1928-1962



Lotus (no date)

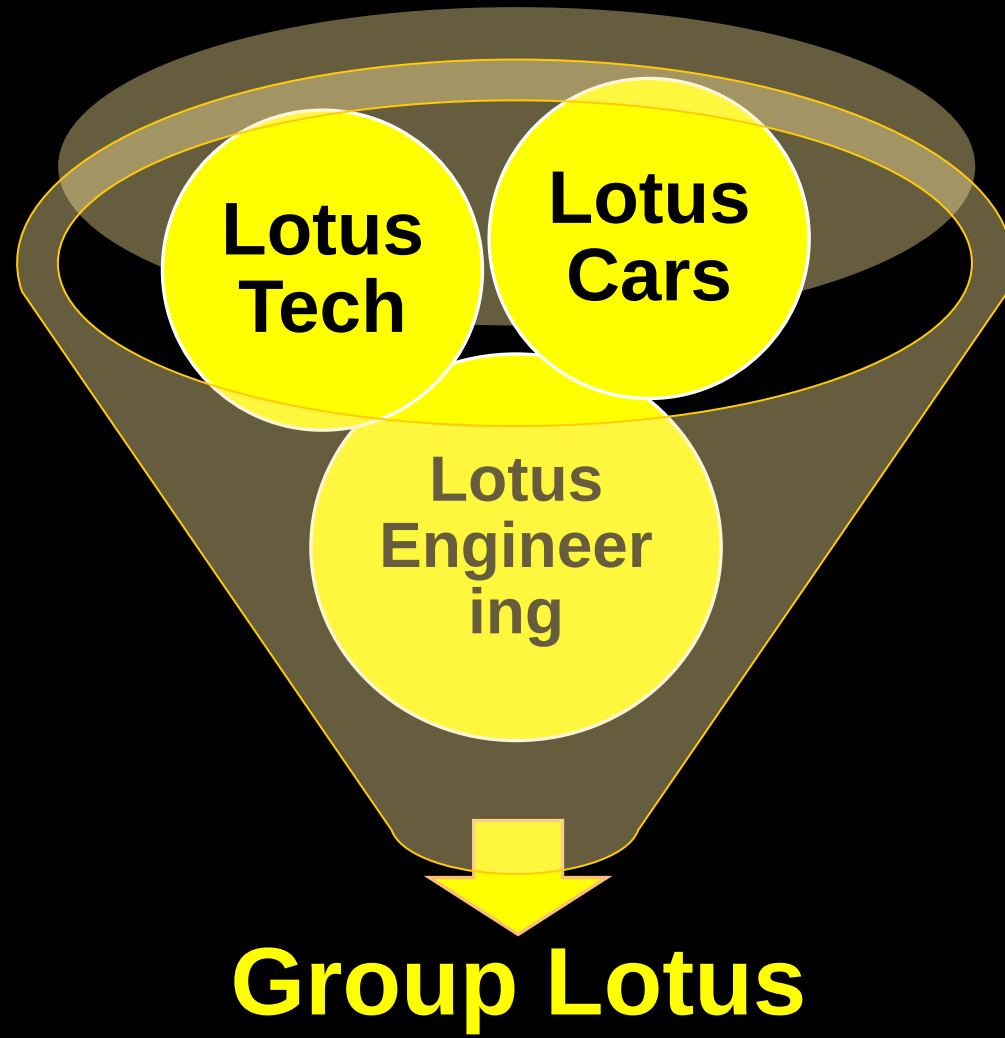
ORGANISATIONAL STRUCTURE



- ❑ 2017, Geely Holding Group acquired a 51% stake in Group Lotus, with Etika Automotive owning the remaining 49%.

Who Facts (no date)

THE GROUP LOTUS DIVISIONS



Lotus Cars – Hethel, Norfolk, UK
- motorsports
- Bikes for the GB Team and

Lotus Engineering – design and innovation - University of Warwick's Wellesbourne Campus in the UK

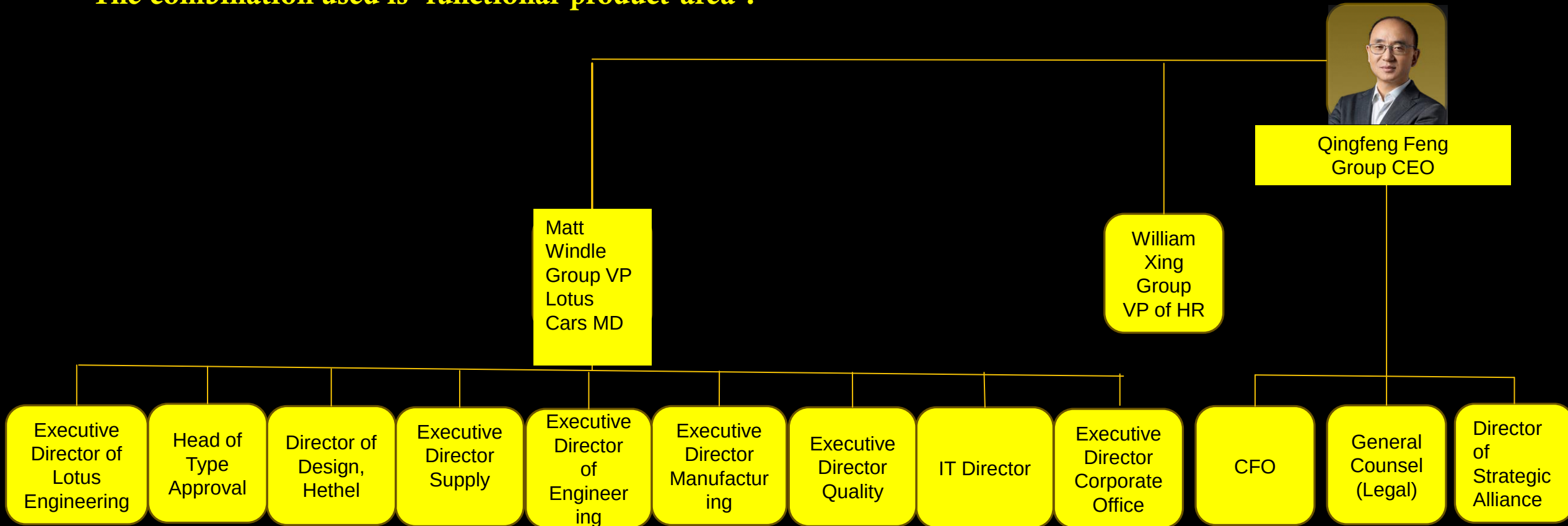
Lotus Tech - BEV cars, focus on R&D

Group Lotus – parent company

LOTUS CARS ORGANISATION CHART

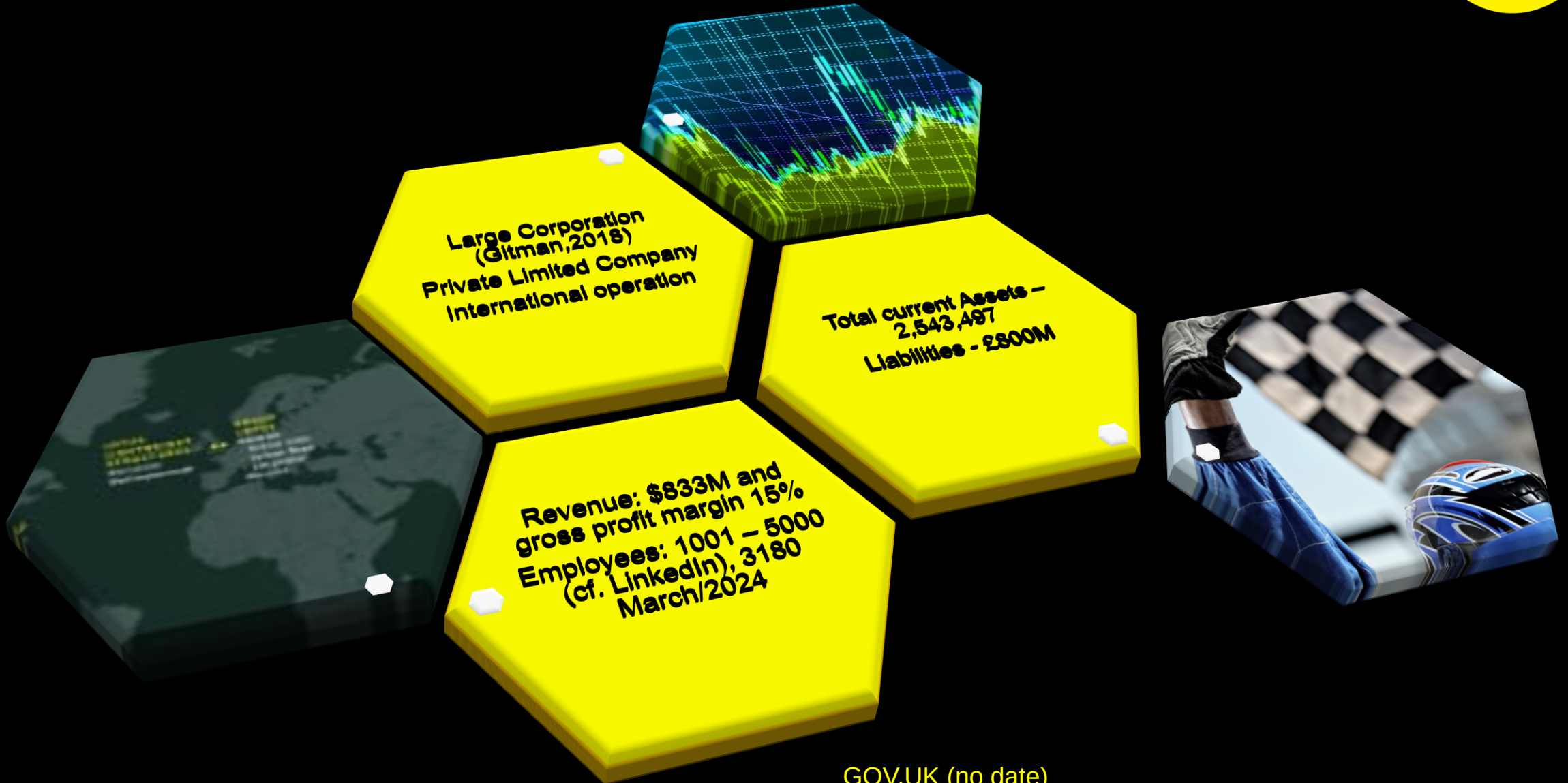


- Matrix structured Organisation, part of a worldwide corporation.
- The combination used is 'functional-product-area'.



Lotus (no date)

COMPANY's SIZE



FUNCTION



Managing Accounting

Managing Finances

BALANCE SHEET

- Almost 260000 Assets
- Liabilities £800M
- Lotus' (LOT) 2023 financial results show steady growth as it executes its all-electric strategy

PLANNING

- Lifestyle cars – China
- Sports cars – Hethel

COORDINATING

- £2.5 billion expanding

CASH FLOW

- Investment strengthens the cash position

SHARES

- Stock Market - LOT £6.2

Lotus Cars win the UK's Government support and funds development of next-generation EV's architecture

INCOME STATEMENT shows profit margins of 15%



FUNCTION - Marketing

STP Analysis

- Demographic – middle-aged individuals
- Psychographic – sport driving/fast driving/fashion & trend/adventure lovers
- Geographic – worldwide, adapting to the local laws
- Behavioural – rich collectors for those money don't count

SEGMENTATION

TARGETING

- Value-conscious people
- Fashion & Speed enthusiasts

- Strong reputation in Motor Sport & F1
- Brand reputation increasing

POSITIONING

“FOR THE DRIVERS”

(Colin Chapman)

LOTUS CARS - SWOT ANALYSIS



INTERNAL FACTORS

STRENGTH

- Very good reputation
- Worldwide Facilities
- Lightweight design/more power
- Hand build – precision
- Good name on F1
- Very good marketing strategy – increase brand reputation

WEAKNESSES

- Depending on other factories for designing
- Lotus restricted in some countries

EXTERNAL FACTORS

OPPORTUNITIES

- Impressive results on F1 help improving Lotus image
- Can move production in Asia
- It can seek to expand and establish its brand in emerging markets, such as India.

THREATS

- If cash flow problems, not able to recover on its own
- European manufacturers have the potential to gain market share from the existing competitors
- People increasingly prefer practical, eco-friendly cars over those used solely for pleasure.

LOTUS CARS – PESTLE ANALYSIS



After the recent elections, Lotus Cars must comply with government regulations like safety standards, environmental regulations, and fuel economy requirements.



The country's fiscal system, GDP growth rate, interest rates, exchange rate, currency stability, and unemployment level all impact Lotus Cars' operations and growth.



- Product marketing is heavily influenced by the population's economic status and age.
- Lotus Cars may find it challenging to sell to a lower-income population.
- Understanding the target market's preferences and needs is crucial and a strategic imperative for effective advertising and market penetration.

LOTUS CARS – PESTLE ANALYSIS



Technology develops with amazing speed.
Continuous monitoring of competitors' innovative upgrades.
Research and development for long-term financial benefits.



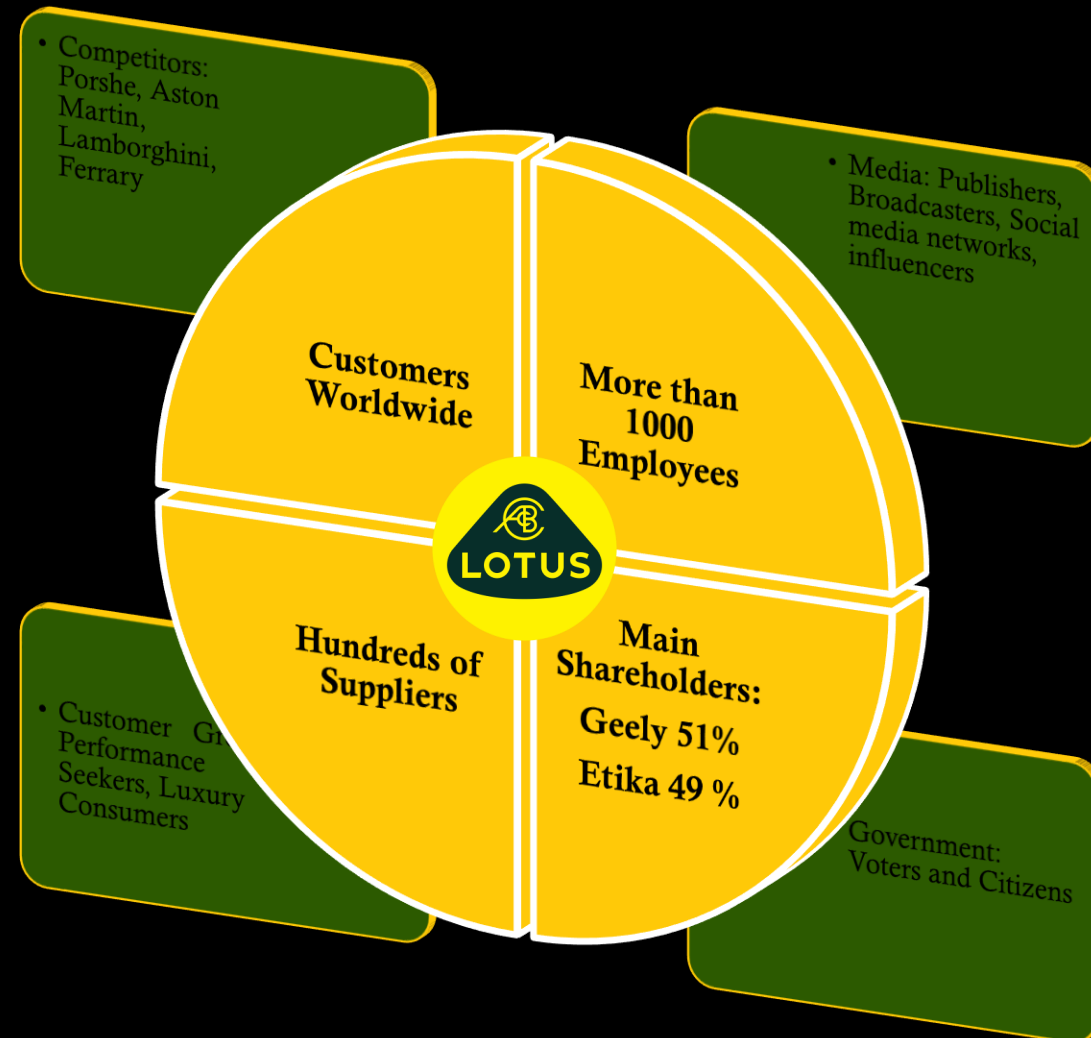
Laws protect a company's intellectual property and data.
Lotus Cars needs to comply to maintain its competitive edge and for ethical reasons with:

- Health and safety laws.
- Other laws ensure product quality and fair pricing to protect consumers.
- Other countries' laws for production and distribution.

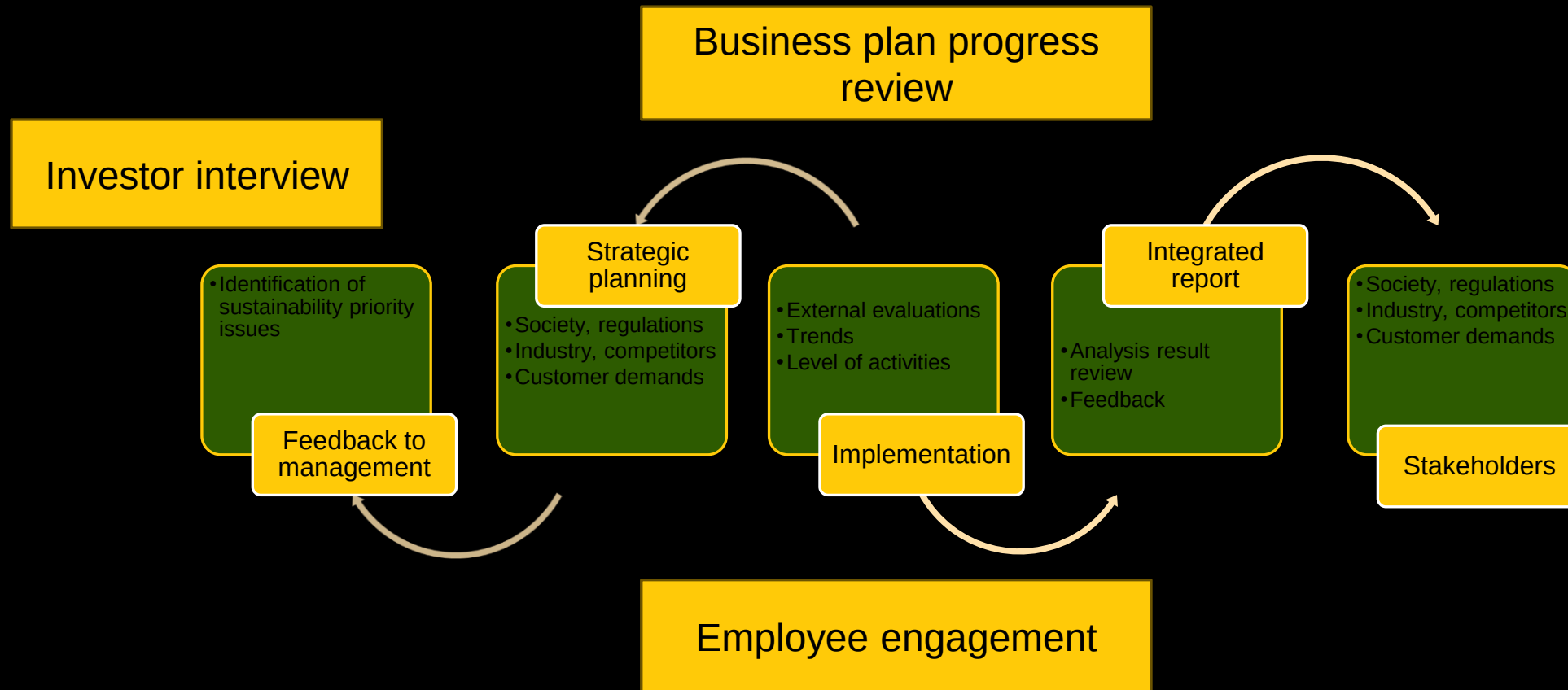


Companies that produce much waste may face legal obligations and fines, impacting their finances.
Sustainable energy sources may be costly.
The government offers support for sustainable products.
Customers willing to pay more for sustainable products.

STAKEHOLDERS



STAKEHOLDERS MANAGEMENT





FINAL WORDS



LOTUS®

THE LOTUS PHILOSOPHY

Greatness was never achieved by settling for the status quo. Lotus has remained committed to the pursuit of true innovation, introducing cutting-edge technologies and developing advanced materials to meet its uncompromising vision of how a car should look, perform, and feel.

'Adding power makes you faster on the straights,
subtracting weight makes you faster everywhere.'

COLIN CHAPMAN, LOTUS FOUNDER

That restless ingenuity is at the core of every car that bears the Lotus badge. And it leads the vital shift to electric drive technology, pioneering a new era of sustainable performance.

It is easy to add more power. But making a car drive like a true Lotus takes passion and courage. It cannot be measured, but it can be felt. Every time you get behind the wheel.

Lotus (no date)



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THANK YOU!

<https://lotusgablini.hu/the-lotus-story>



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