

ASSESSMENT : 1
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Global Business Environment

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Introduction

- This visual presentation will be considering a UK based a unique electronic vehicles organisation that is trying to expand into Sweden.
- The unique selling point for eFOLDi is its suitcase like foldable two-wheeler auto mobile that improves mobility.



Key opportunities and challenges that are present in the developing country

- Sweden presently has the crown of being the more sustainable country in the globe. EFOLDi is creating electronic vehicles that puts emphasis upon environmental support and sustainability being pursued.
- In the initial stage of the challenges for eFOLDi in Sweden will take establishment of the business through advertisement.



Explain the key issues that you have uncovered about doing business in this country



- There are a variety of issues that are understood when doing business in Sweden.
- Firstly, delayed entry owing to business compliance measures for foreign companies is high and the government supports local businesses more to enable domestic performance.
- EFOLDi also will face higher raised costs in the initial period in Sweden as the currency system there is at a higher level in the present denomination.

How you are going to exploit the opportunities and manage its challenges

- Sweden has an extremely stable and strong economic in comparison to other countries across the globe. It is ideal for electronic vehicles organisations such as eFOLDi to expand.
- Accessibility to foreign investment is much more readily available in the country as well as eFOLDi can directly exploit this in order to have capital that can enable easier transition through training and other types of resources being acquired.
- Moreover, the environment of Sweden is competitive which directly enables demand driven professional activities and promotional programmes being created to enable eFOLDi to perform well

Demonstrate strong evidence of knowledge on the key opportunities and challenges

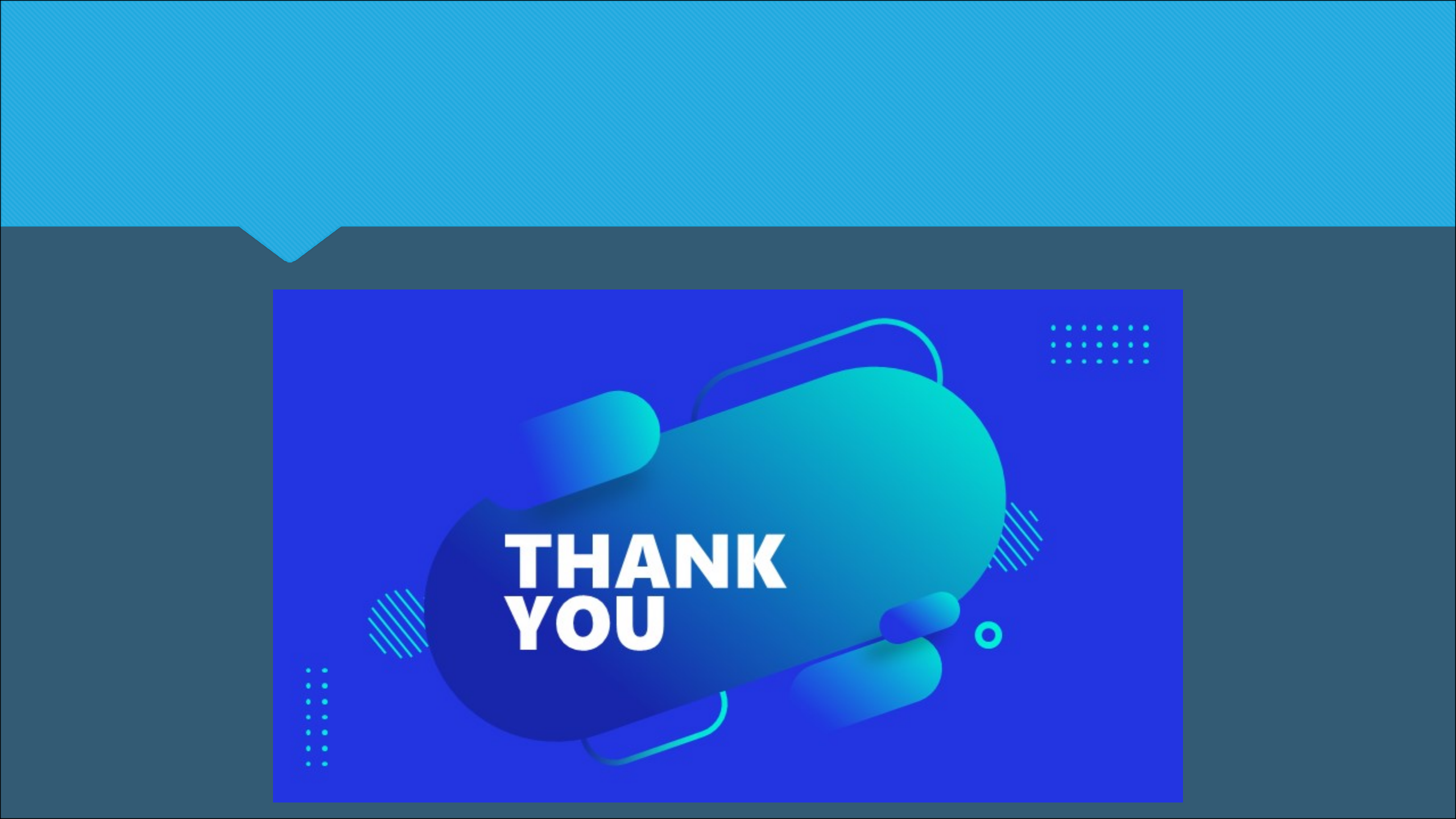
- Statistical data directly shows how Sweden is presently focusing upon reducing their carbon emissions by 85 to 100% by 2045 (Bergström *et al.*, 2020).
- In addition to this, the different types of renewable energy resources that the Sweden market users is extremely high as well that eFOLDi can adapt for its electronic vehicles.
- Since the recycling systems, food bank, gender equality and housing systems is easily accessible, these aspects can enable employees as well as employers to easily shift into the country and make sure that bigger opportunities are being availed.

Conclusion

- In this visual presentation, a wide range of questions in regards to eFOLDi (a London, UK based enterprise) expanding into Sweden has been considered.
- The opportunities for this electronic vehicle organisation is being availed in Sweden through sustainability technologies and strategies being explored is highlighted here in this presentation.

References

- Bergström, P., Malefors, C., Strid, I., Hanssen, O.J. and Eriksson, M., 2020. Sustainability assessment of food redistribution initiatives in Sweden. *Resources*, 9(3), p.27.
- Isaksson, R. and Rosvall, M., 2020. Understanding building sustainability—the case of Sweden. *Total Quality Management & Business Excellence*, pp.1-15.

The image features a dark blue background with a large, lighter blue, rounded rectangular shape in the center. Inside this shape, the words "THANK YOU" are written in a bold, white, sans-serif font. The text is positioned slightly to the left of the center of the shape. Surrounding the central shape are several abstract elements: a thin, light blue line that curves around the top and bottom of the shape; a small, light blue circle to the right of the shape; and two sets of diagonal lines (one to the left and one to the right) that appear to be part of a larger, faint shape. In the top right corner of the dark blue background, there is a small, light blue grid of dots. In the bottom left corner, there is a small, light blue vertical line of dots.

**THANK
YOU**