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**ASSESSMENT 1: ENVIRONMENT ANALYSIS OF ASTON
MARTIN**

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Introduction

This paper is a composition of environmental analysis on the automobile industry. The automobile industry is a vivid range and a wide corpse of accumulating multiple companies through types of design management, development process and initiative, the process of manufacturing, and marketing of motor parts vehicles and selling of these as well. For evaluation of the market of the automobile industry and undermining the favorable position in the international expansion of it the paper has been attempted. For analyzing the overall business environment, Aston Martin has been chosen to compare and evaluate its market position and preferable aspect for market expansion. In managing and developing, as well as in manufacturing, this company has pervaded a successful journey earning the largest volume of revenue in the world. Thus, operations and expansion provision of the company has been attempted through SWOT, PESTEL, Value Chain, and Porter's Five Forces analysis.

SWOT analysis of Aston Martin

Strength:

The company has attained enormous fame in the industry since its progressive effort through innovation management and quality improvisation in cars. Since 1913 it has contributed in manufacturing heavy-duty cars through the incredible creation and development of the designing team. Aston Martin has integrated their performance through intensifying their market development approaches through people and performance management. Moreover, it has developed an effective customer base through creating a fan following base utilizing social media platforms. The company has intensified its focus on product branding and prioritizes quality management in products (Astonmartin, 2021). This helps develop a mass-market product that provides the company with a competitive advantage. Through its marketing values and demonstration in product innovation range, it has spread through the market and been able to develop automobiles like speedboats, submarines, bicycles (Jupiter, 2021). Hence, Aston Martin has a higher rate of supervision in the market and the potential strength to beat competencies.

Weakness:

The company has developed higher potentials and innovation in product development, market ranges, and innovation progression. However, with respect to the market expansion, it has a

deficiency. Compared to the subsequent companies like Bentley Motors, or Lotus cars, Aston Martin has lesser market expansion provision. The market penetration potential is less for the company and the product portfolio range is also limited. In the emerging market, the limited corporate provision in the market provides the company with a limited provision which implies a small range for the selection of company protocols and other relevant parameters (Astonmartin, 2021). In showcasing variety in design and product variation, the company encompasses a smaller provision which creates a consequential limitation. However, it has the potential of developing a loyal customer base through quality management in products.

Opportunity:

The company specializes in budget automation for its products which provides its comparative value to its target customers. This helped Aston attract customers based on their demographic positions and let them incorporate them in the current mass market. This lets people get a variety of demonstrations in the technological advancement and improvement aspects. Through the improvisation and innovation intrigues by Aston Martin that is AM, the product availability factors have been enlarged (Astonmartin, 2021). This lets the company improvise product value and quality through technical knowledge-based demonstrations and innovation. The products are designed in an innovative process and have supervision of the skilled staff and available parts which makes the repairing process easy and available.

Threat:

The increasing cost of fuel in the current market is an alarming aspect and a potential threat for AM. This accompanies strict government policies regarding the taxes and limitations in sales of the company which might bring limitations for Aston Martin (Mbaskool, 2021). The other automobile companies accompany a gigantic position in respect to the market competition which makes it enlarge the market parameters and potentials as well. With respect to the product innovation margins and relative provisions, AM might confront challenges (Astonmartin, 2021).

PESTEL analysis of Aston Martin

Political:

From the political aspect, Aston Martin might confront high challenges regarding the taxes, and government employment rules related to global expansion. This includes the instability of the situation created through the pandemic and economic crisis pervaded through the situation.

Following the situation, the different implications in rules and government approaches have been changed (Paperap, 2021). Thus, it might brought limitations or make it unbearable to meet the overhead expenses, employment costs, and trade taxes for further expansion.

Economic:

From the economic aspect of the company, the challenges might be moderate and favorable. Based on the evaluation of 2020, the organization has earned 6.18 crore GBP and earned a high volume of profit with the sale of 5000 plus cars in 2017. This included the earning of £87 million pre-tax profit with help of the trade which includes a remarkable rate of supervision compared to the severe loss it faced in 2016 with £163 million (Companiesmarketcap, 2021). Thus the strong financial position of the company has intensified its market capacity with \$2.21 Billion in 2021. However the Covid-19 has created financial pressure in the industry which disrupted the supply chain management and might dissociate the expected growth. This ensures a potential economic position of the company to the current market scenario and with respect to the expansion.

Social:

The company emphasizes reasonable pricing provisions which incline meeting expectations or demographic aspects of all kinds of people in the society. With respect to technological supervision also the company associates multiple range and variety which meets social criteria (Bloomberg, 2021). From the variation of price, design, and innovation it seeks to meet all perceptions and requirements of social aspects. Thus, the social challenges are low for the company.

Technological:

The recent innovation and up-gradation of Aston Martin incline in its most upgraded racing cars, model DB11 which inclines to the aestheticism and improvisation through an appealing note with aesthetic revolution (Abode, 2021). In respect to luxury cars also brings supervision and a higher provision of technological upgradation. This pioneer in its holistic design lead with its visionary approaches and keeps flexibility as a key. Hence, the technological expansion path is also wide and successive.

Environmental:

From the environmental aspects, it might confront challenges as most designs and automation of the company are centered on traditional cars and parts. The lesser intensification towards

generating electric vehicles might lead to challenges for the company.

Legal:

Legal challenges are low for the fact it emphasizes on employee laws and ethics maintenance and in relating to global business in meets proper business decorums and follows effective policies of company rules and ethics. However, the implication n of ULEZ that is Ultra Low Emission Zone regulation that has been developed in 2021, may impact the expansion of AM. Thus, it should focus on pollution management and control of resources as the specification of ULEZ to successfully imply the expansion.

Porter's Five Forces for Aston Martin

Bargaining power of suppliers:

AM maintains quality and provision in efficiency management and in terms of design development. This offers a reasonable price provision for all types of customers. However, there are competitive brands like Renault, Bentley which offers reasonable prices and more prompt services to the customers. Hence, with respect to the rising demand of people regarding activeness and prompt service, AM might confront challenges.

The Threat of Substitutes:

The threat from competitive brands like the major competitors of Aston Martin can be high for the emergence of the company in the market. In sporting heritage and delivery of innovative sports cars, AM excels indignant (Craft, 2021). However, Ferrari provides modernised technological implementation in cars. In that respect, competition can be high but on the set of product prices, the competition can be favourable.



Figure 1: Porters five forces analysis

(Source: Bruijl, 2018)

Internal or industrial rivalry

The internal rivalry is high. The automobile industry is the fastest going and has supervision in service to all sorts of needs and expectations in people. Therefore, mitigation of innovation needs, supervision, modernization and trend maintenance there are different sorts of brands in the UK that work on a global aspect. From that perspective, the market competition is very high for Aston Martin.

Bargaining power of buyers

The bargaining power of buyers depends on the price and quality coordination as per the preferences of customers in respect to its cost-effectiveness (Bohatala, 2021). Hence, based on the different expectations and approaches of people there might be differences and intensifications among the customers.

The threat of new entrants

The automobile industry is the fastest growing and solves all types of necessities of people. Hence, supervision and innovation are at the peak of industrial growth and advancement (Bohatala, 2021). Hence, competition from newly approaching brands can be significant for the company. However, its internal potential and competitive power are remarkable.

Value chain analysis for Aston Martin

The value chain analysis depends on the company inbound logistics management process, and its versatile range of operations through accompaniment of its outbound logistics. This further intensifies the company marketing and sales provisions and the policies for the management of sales and associating services as well. In terms with Aston Martin, it has effective resource management process which provided the company additional benefit and competitive advantage through maintenance of market capacity. From 2019 to 2021, it has managed a high level of supervision through its capacity development in the market with \$3.49 billion in 2018, and \$1.56b in 2019. This has been progressively turned to \$2.88b in 2020 and \$1.93billion in 2021 (Companiesmarketcap, 2021).

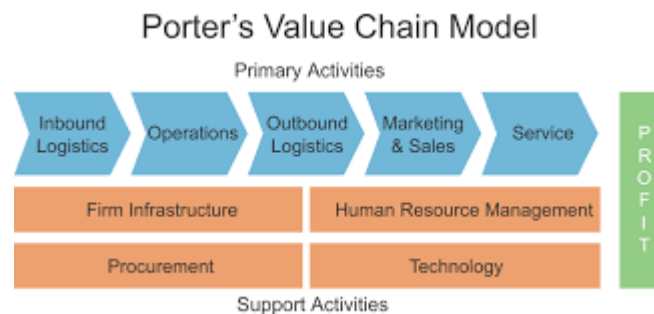


Figure 2: Value Chain analysis

(Source: Baidya *et al.* 2020)

The company has intensified position in the industry through which it effectively manages its effective management infrastructure and controls the human resources of the organization. The maintenance of employment act norms regarding working hours and employee provisions provides the company an additional advantage and an effective growth prospect in the industry. Moreover, the effective technological growth has provided advancement provision and supervision in the industry through which AM excels indignant.

Competitive advantages concerning their core values on sustainability

Aston Martin focuses on sustainable development through its product innovation and technological up-gradation management process. Thus it makes a huge investment in R&D for undermining the core values and measures related to sustainable development in the industry. The company has invested £213M in research and development which provided it with an advanced position in the

industry through resource management, upgraded technological development, electricity-saving to 17%, and 26% gas saving by developing overall internal safety measures (Astonmartinlagonda, 2021). These ventures are effective for the fact it makes successful measures and significant effort ineffective CSR activities which gives it an advanced position in resource development, talent management, strategic approaches and management of efficiencies through technological enhancement in the industry.

With help of the responsible actions in resource management and energy-saving the company has adopted, its sustainability in the industry has attained a long-lasting prospect and made a significant contribution in the industry (Csrhub, 2021). Moreover it helped advance the skills and intelligence of people through which the development of strategic approaches and technological growth in the industry has been intensified. The advancement in effective technological growth, generation of skill and talent development have been skilfully intensified through the demonstration of knowledge and techniques adopted by Aston Martin.

Conclusion

To conclude the paper it can be demonstrated that, the impact of organizational values and approaches in managing resources and effectiveness play an integral role. Therefore, the performance measures taken by Astom Martin has an improvemental scope and success provision in the industry through which it can manage supervision and a long lasting service in the industry. Moreover, the effectiveness of the company will allow it have a successful growth and expansion provision in the industry.

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