

BMW GROUP

Components 1 – Practical: Group Presentation

**Module: LCBB4014 – introduction to business
Lecturer: Dr Said Usman**

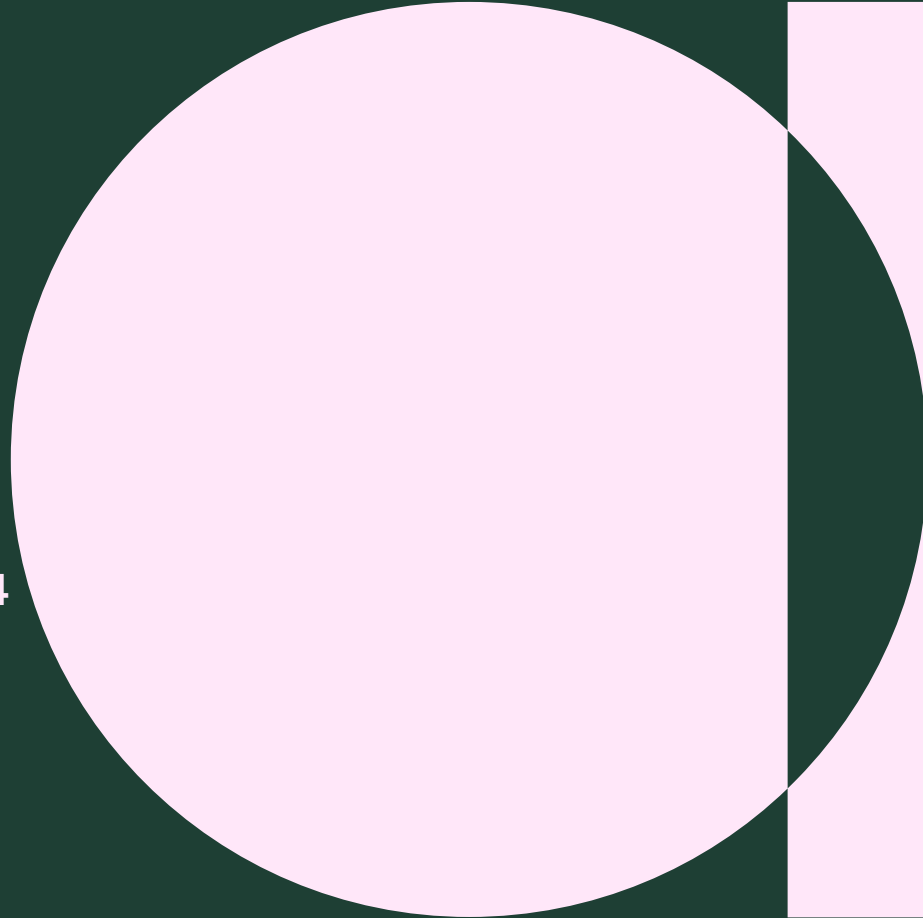
Presented by:

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Introduction

1. **Company overview**
2. **SWOT analysis**
3. **PEST analysis**
4. **Impact of Globalisation**
5. **Influence innovation**
6. **Recommendations**
7. **Conclusion**

Company overview

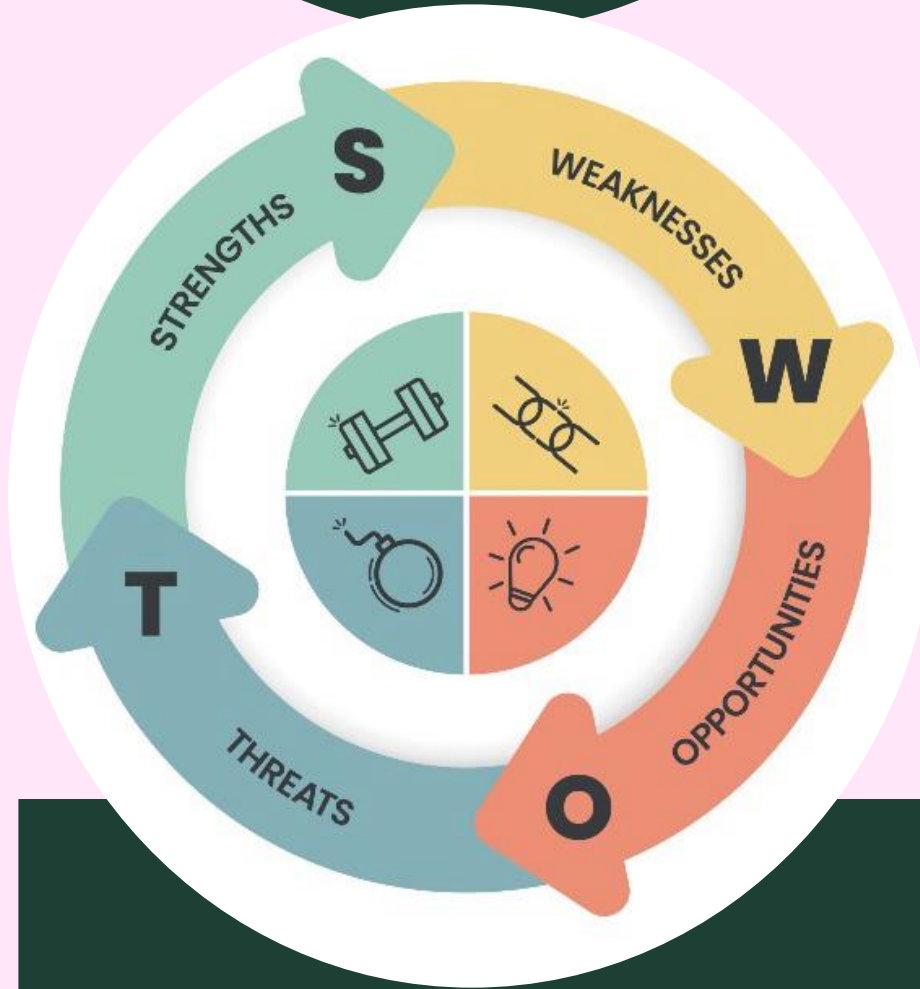
- **Founded in 1916**
- **Headquarters: Munich, Germany**
- **CEO: Oliver Zipse**
- **Operates in over 140 countries**
- **Brands: BMW, MINI, Rolls-Royce**



Market Position & Key Products

- Premium automotive manufacturer
- Luxury models: 3 Series, 5 series, 7 series
- Electric models: i4, iX, i7
- Plug-in hybrid vehicles
- Financial services division





SWOT ANALYSIS

1. Strengths
2. Weaknesses
3. Opportunities
4. Threats



SWOT ANALYSIS

STRENGTHS:

- Strong global luxury brand
- Advanced engineering and R&D
- Strong presence in China
- Premium pricing power
- Expanding EV portfolio



SWOT ANALYSIS

Weaknesses

- High production costs
- Dependence on Chinese market
- Slower EV transition vs competitors
- Premium pricing limits customer base



SWOT ANALYSIS

OPPORTUNITIES:

- Growing global EV demand
- Government EV incentives
- Expansion into emerging markets
- Digitalisation and connected vehicles



SWOT ANALYSIS

THREATS:

- Strong EV competition
- Semiconductor shortages
- Rising battery raw materials costs
- Strict emission regulations
- Economic slowdown



PEST ANALYSIS

1. **Political factors**
2. **Economic factors**
3. **Social factors**
4. **Technological factors**



Political factors

- EU emission regulations (Euro 7)
- EV subsidies in Europe and China
- Trade tensions EU- China
- Carbon neutrality targets



Economic factors

- Inflation and high interest rates
- Rising lithium and battery costs
- Exchange rate fluctuations
- Global recession risks



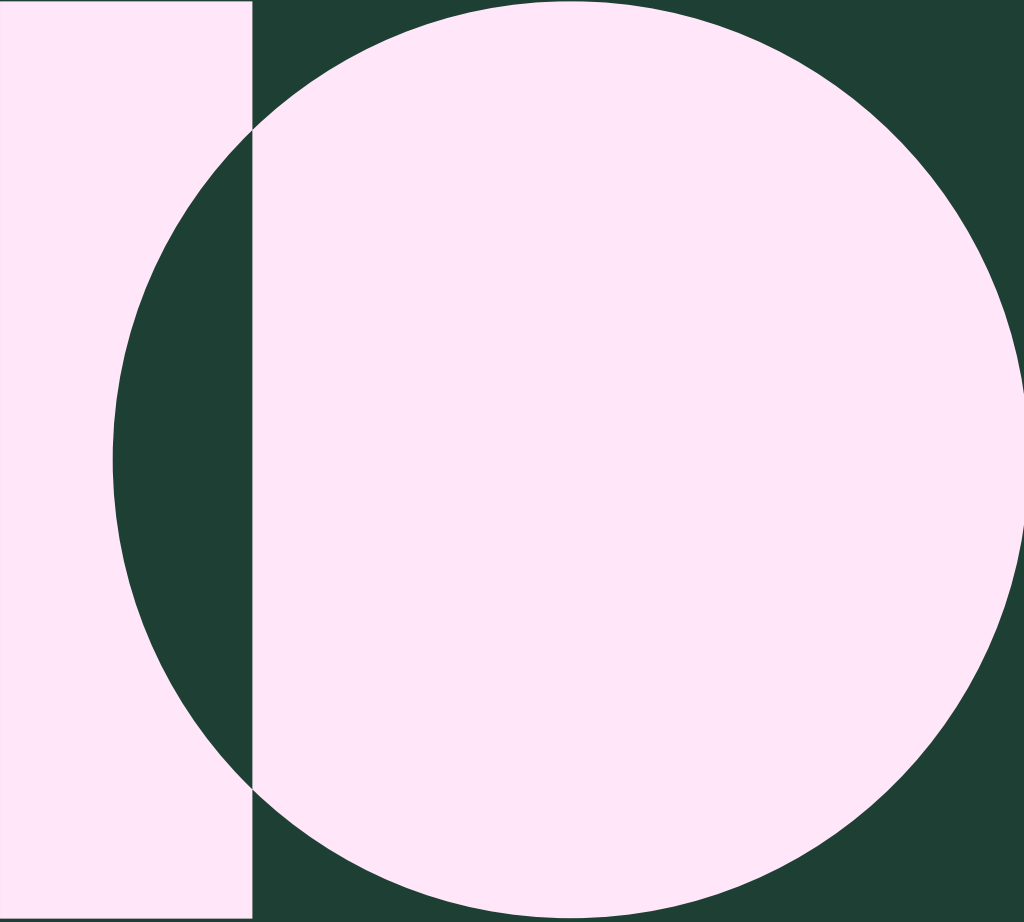
Social factors

- **Growth of environmentally conscious costumers**
- **Sustainability expectations**
- **Shift towards leasing and mobility services**
- **Demand for digital integration**



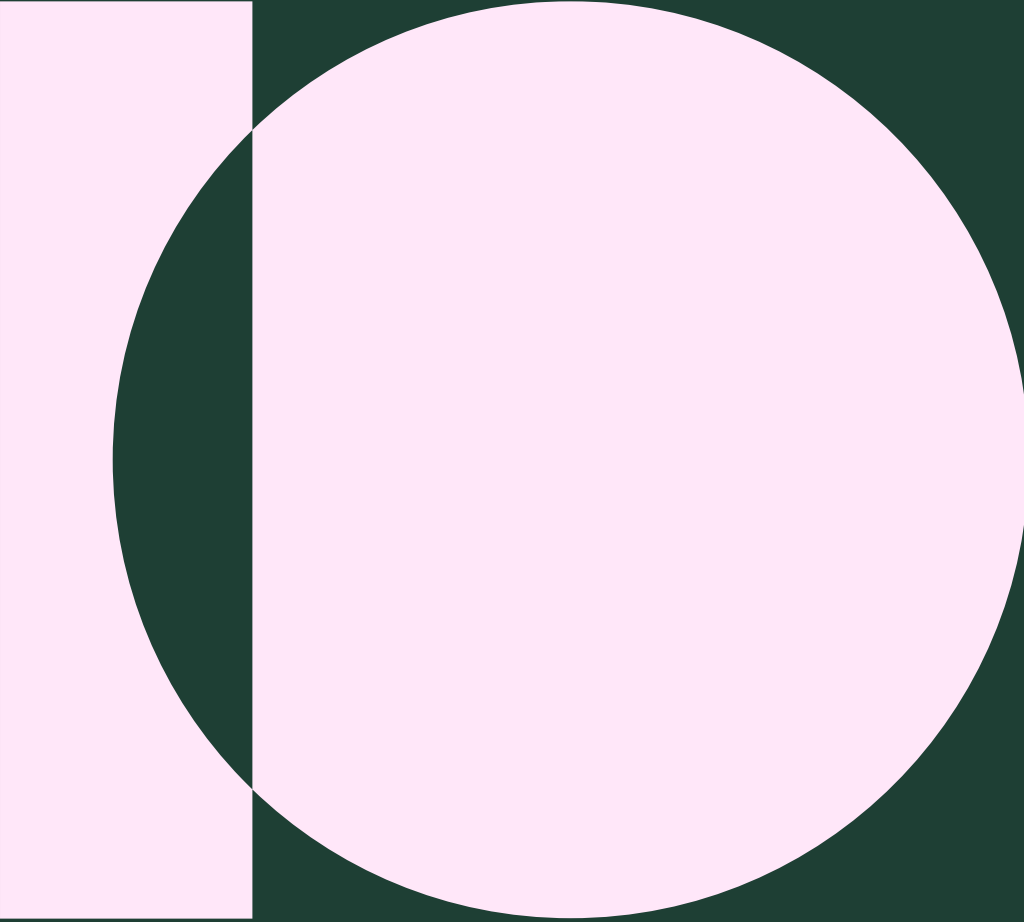
Technological Factors

- EV battery innovation
- Autonomous driving systems
- AI-driven manufacturing
- Over-the-air software updates



Impact of Globalisation

- **Definition:** The impact of globalisation is how global connections affect businesses and economies through trade, competition, and the exchange of goods and ideas.
- **Global production plants (Germany, USA, China)**
- **International joint ventures**
- **Global supply chain networks**
- **Exposure to geopolitical risks**

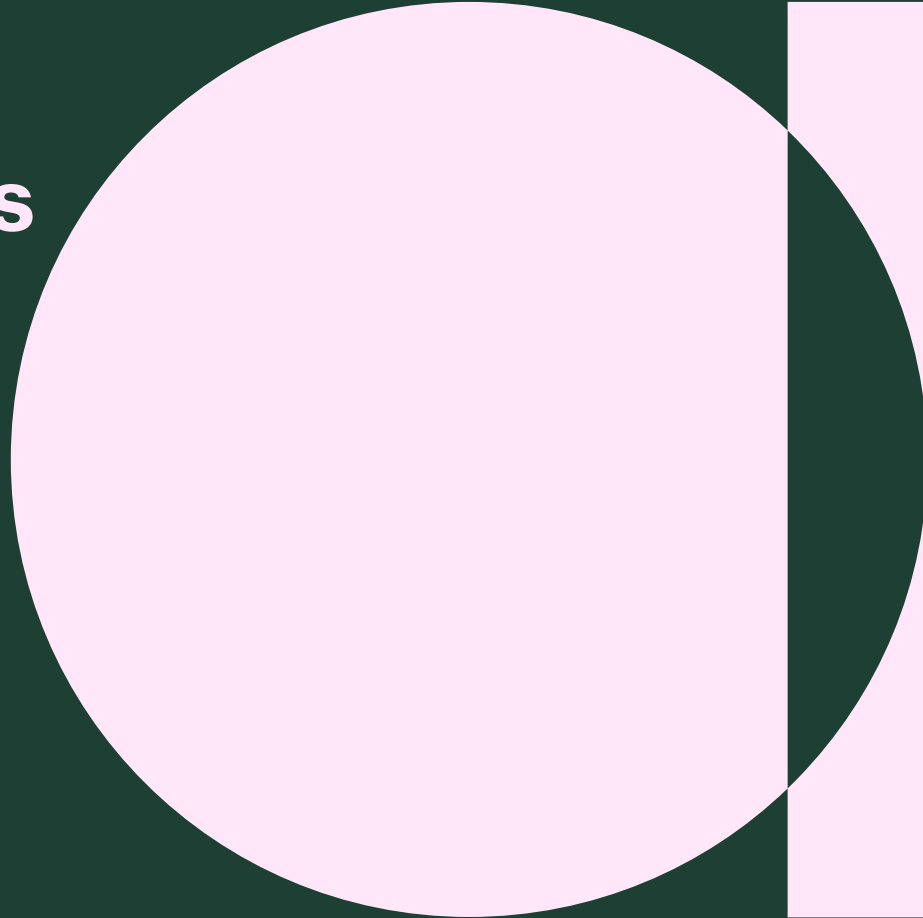


Impact of innovation

- **Definition:** The impact of innovation is how new ideas, products, or processes improve businesses by increasing efficiency, competitiveness, and growth.
- **Investment is electric platforms (Neue Klassen)**
- **Sustainable materials usage**
- **Advanced digital dashboards**
- **AI and automation in production**

Strategic Recommendations

1. Accelerate full EV transition
2. Diversity supply chains
3. Increase investment in digital services
4. Strengths sustainability strategy





Conclusion

- **Strong brand**
- **Facing intense EV competition**
- **Innovation and electrification are critical**
- **Future success depends on sustainability and resilience**

References

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Thank you!

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