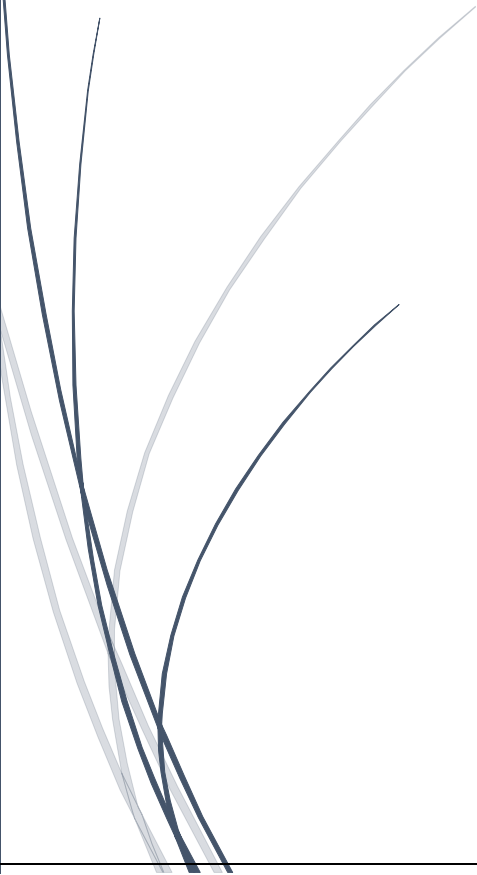




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New business opportunities and product life cycle



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Introduction

Due to the rapid changes of technology, newer devices, products, and services are replacing the older ones in almost every sector of world business. Alongside of technological changes, for various reasons culture of customers, demands and choices are changing. In the heavy technology based areas or industries the changes of technology are impacting significantly. Automobile is one of such heavy machinery or technology based a sector in which changes are rapid for attracting new and more customers from across the world (May, 2019). In doing so, currently electric car or automobile are replacing the old fashioned fossil fuel based automobile. Most recently Volvo Cars or automobile company has announced that they are going to produce and introduce electric vehicles in Europe from 2019. If it does so, many areas or aspects of fossil fuel based automobile industry will be changed and new opportunities will be created surrounding the electric cars or automobile industry across the world. Overall these are the points of discussion throughout the assessment.

a. Identification of new and emerging business opportunities that electric vehicles and marketing of electric cars may present to entrepreneurs and business executives.

If the electric care can be produced and introduced to market, it will create some new business opportunities. Some of such business opportunities are-

Raw materials supplying for manufacturing: This will turn into number one business activities. For producing electric cars or automobiles raw materials will be needed. In order to provide raw materials in lien with the demands of market many raw materials manufacturing industries will be developed or opened across different areas of the world and especially in the Europe as Volvo is going to introduce electric car in Europe. Moreover, for producing raw materials different chemical industries related to electric care will be developed which will provide the core elements for producing or manufacturing raw materials.

Distribution and delivery: Distribution and delivery of electric cars or automobiles in the targeted areas or markets will turn into another biggest sector of business (Chowdhury, Crossley and Chowdhury, 2009). There will be established or opened new delivery shops or outlets and distribution channels across countries. The will distribute and deliver the produce to the intended

customers and markets and that might be directly from the industry or from other ways relevant to the electric care marketing systems.

Smart grid applications: As a new technology that means electric car technology will come fore, different other better services or products will come fore. Some of them will be online based while some offline. Among online based services smart grid applications will be one of the significant businesses. Several apps might be developed for better operation of electric cars. Moreover, some superior services might come in. such as different companies might develop cars without driver which will be automation based. Thus, online services related different organizations will join in this business.

Battery related services: Electric cars or automobiles run based on electricity. Electricity might be added directly from the grid or by some other ways like installing batteries in cars and charging them. The most popular way will be battery based cars or automobiles. For charging these cars or specifically batteries there will have charging stations. Apart from that, battery building industries, and raw materials providers related to battery building and other several businesses will grow related to battery services. They will help electric cars or automobiles in case of getting charge and operating better.

Car parts business: This business will turn into another significant business. Generally electric cars are a little bit different from the fossil fuel based cars. Apart from that, parts of electric cars will be different from those of fossil fuel based cars or automobiles (How to Start an Auto Parts Store, 2020). Therefore, new parts or these parts must be needed to build. In doing so some industries will be developed or established which will build these car parts for selling both to the general customers and to the manufacturing industries. Moreover, some shops or outlets will be opened for selling these parts in the open markets across the intended markets.

Recycling: Presently countries, and customers across the world are demanding eco-friendly everything. Due to changes in climate, and warming of globe various diseases, and calamities we are facing and currently these are severely visible across the globe (Stockham, 2011). Moreover, for saving environment different organizations, government as well as individuals across the world are expressing loud voices. In responses to these industries are going for producing eco-friendly automobiles, products and services. Generally, eco-friendly cars or automobiles can be recycled.

Apart from that, electric cars or automobiles can be recycled. Therefore, there will develop a new business based on recycling these automobiles.

Battery disposal services: For disposing the outdated batteries as well as waste parts of vehicles there will be developed two sorts of business. They are namely battery disposal services business as well as waste management businesses. In case of battery disposal services they will work for making environment better through effective disposing and recycling of batteries of cars. While on the other hand, the waste management services will do the same businesses or provide similar services for keeping safe the environment.

Maintenance: Maintenance is one of the biggest and significant businesses in the car or automobile sector (Benvie, 2012). Maintenance of automobile includes many services and sectors. Such as- car washing, repairing different parts of cars and costs of keeping the safe, nice and others. Altogether, these will turn into new businesses across the world. Like the maintenance of fossil fuel cars, maintenance of this sort of cars will be new opportunity in automobile sector.

Electric Vehicle charger business: It is already said that through two ways an electric car can run and these are through direct connections from the electric lines and secondly, through storing charges in storage batteries which will be installed in the automobiles. For flexibility the second system will be more popular than the first one. For charging the storage batteries there will be needed chargers. Surrounding the charger of cars or batteries another business will be developed thus across the globe.

Electric Vehicle charging stations: Finally, the cars or automobiles might be charged through two ways. The first one is through charging them at home personally and the second one is through charging them in stations (Make Profit From Growing Electric Vehicle Charging Station Business | Makeinbusiness, 2020). Like filling fossil fuels from fuel stations, these cars or automobiles will go to elective vehicle charging station. Across countries many such Electric Vehicle charging stations will be built. And thus, this new type of business will be developed. These are the possible new opportunities or businesses which will be created if electric vehicles can be produced and introduced to market.

Product Life Cycle (PLC)

Product development: In this level or stage, raw materials supplying for manufacturing and car parts business as well as battery related services businesses will get the most demanding or they will be the major opportunities based areas.

Introduction: Introduction is about the communication or reaching the product to customers. In this level, smart grid appliances, delivery and services, these two businesses will get advantage over others in the market.

Growth: This means the growing level or stage. This stage is very significant for a product or service (Product Life Cycle Stages, 2020). In this level or stage some business will get priority like Electric Vehicle charging stations, Electric Vehicle charger business, battery related services, maintenance, car parts businesses, and Smart grid applications etc. this is the stage in which the cars will get their introduction to customers largely. Therefore, different services and maintenance related businesses will be on the top ranking.

Maturity: Maturity is the main stage for any business, product or service. In this level a business or product reaches to customers completely and they know all around about the business or product and buy the most along with usages (Product Life Cycle Stages, 2020). In the maturity level, some businesses or new opportunities will be created such as- Electric Vehicle charging stations, Electric Vehicle charger business, battery related services, maintenance, car parts businesses, and Smart grid applications and all other businesses which have relevance with electric cars or automobiles industry.

Decline: Decline is the last phase of any product or business. In this level recycling, battery disposal services, car parts businesses, maintenance businesses etc. will be prioritized on the top of everything.

Porter's Value Chain

Inbound logistics: This is the primary level of any business or product. In this level inbound logistics will be on the demandable places. Such as- car parts business, manufacturing related services or manufacturing businesses and battery related services etc.

Operations: This is about introduction and reaching the product or service to intended customers (Ceil, 2019). In operational level some businesses will be created such as- smart grid appliances, delivery and services, these two businesses etc. This stage mostly dependent on delivery and distribution related industries or activities as this is about introduction and reaching products to customers.

Outbound logistics: Outbound logistics are needed when the product or services get familiarity completely. This includes or resembles with the growth and maturity stages of Product Life Cycle (PLC) (Ceil, 2019). During this time some outbound services related business get priority such as- Electric Vehicle charging stations, Electric Vehicle charger business, battery related services, maintenance, car parts businesses, and Smart grid applications etc.

Marketing and sales: Marketing and sales totally dependent on distribution and promotional services sectors. In marketing and sales distribution, delivery and advertisement will be the new opportunities and businesses.

Service: At the final level or stage services related industries or businesses will be created. Such as battery services, maintenance, and other many services.

b. Identification and critical assessment of other businesses currently linked to the global automotive industry that may not be profitable in the long run to invest in.

Due to the introduction of electric vehicles they will replace fossil fuel based vehicles or cars from market. When they will replace fossil fuel from market some sectors will be non-profitable to invest in that means they will not stay on demand or they will be destroyed. Such as-

Fuel supplying or fossil fuel business: Fossil fuel has a negative relationship with environment. Due to burning fossil fuel environment is getting polluted and people are getting affected with different environmental calamities as well as diseases (Friedlingstein, 2020). As electric vehicles will replace fossil fuel based vehicles, therefore, fuel supplying business especially for this sector will no longer be vanished. They will be replaced charge and battery supplying industries or businesses across the globe. Therefore, investing in this sector or industries related to it will be non-profitable.

Fossil fuel based car manufacturing: As people demands will be changed due to different benefits of electric vehicles. They will buy electric vehicles more. And for this reason fossil fuel based modern and luxurious cars or automobiles manufacturing will be affected severely and these will be replaced by electric vehicles manufacturing industries. Electric vehicles will be safe, comfortable, less-time spending, quick and speedy, eco-friendly, and they could be controlled easily and many other features will be added with the electric vehicles. Therefore, people will be more impressed with these sorts of vehicles and they will start buying electric vehicles. Thus, fossil fuel based care manufacturing industries will be affected negatively.

Car parts business: Generally, electric cars are different from the fossil fuel based cars in terms of their different parts and operations (Prasetya and Sianturi, 2019). Therefore, new parts or these parts must be needed to build. In doing so some industries will be developed or established which will build these car parts for selling both to the general customers and to the manufacturing industries. Moreover, some shops or outlets will be opened for selling these parts in the open markets across the intended markets. Thus, the electric car parts business will replace traditional parts making business of fossil fuel cars or automobiles.

Raw materials supplying for manufacturing: Raw materials will be different for manufacturing electric vehicles than those of fossil fuel based vehicles. Therefore, the chemical industries, raw materials suppliers and others related to raw materials supplying and manufacturing fossil fuel bound cars will be affected negatively. They will change their businesses. Altogether, these will be sectors or businesses in which doing investment will be non-profitable when electric vehicles will be introduced in market.

Conclusion

Automobiles industries not like other industries. Due to high demands of automobiles across the world, changes take place so frequently in this sector or industry. New models and fashioned cars or vehicles outplaces the old ones. In line with that if electric vehicles are introduced to market then new opportunities will be created surrounding the electric cars or automobile industry across the world and some businesses will be destroyed. Overall these are the points of discussion throughout the assessment.

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