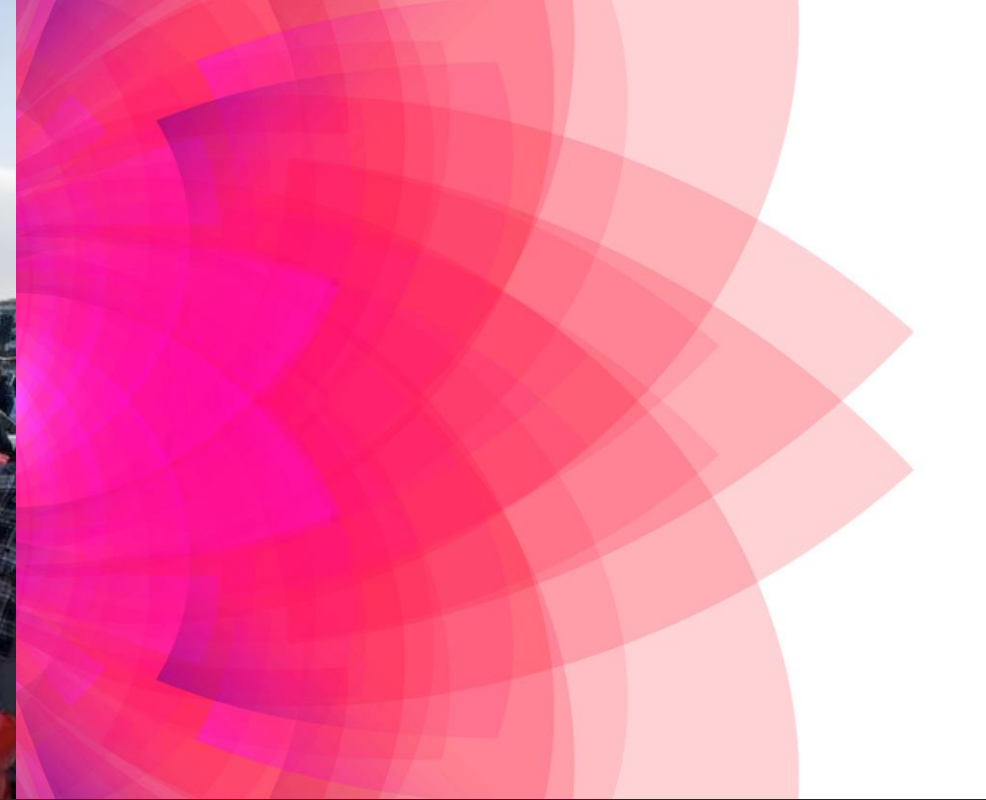




P1NK Supercars & Coffee  
Advancing the use of AI within the  
business to increase activity and profit.

BY LISA MARIE



Introduction

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Conclusions & Recommendations



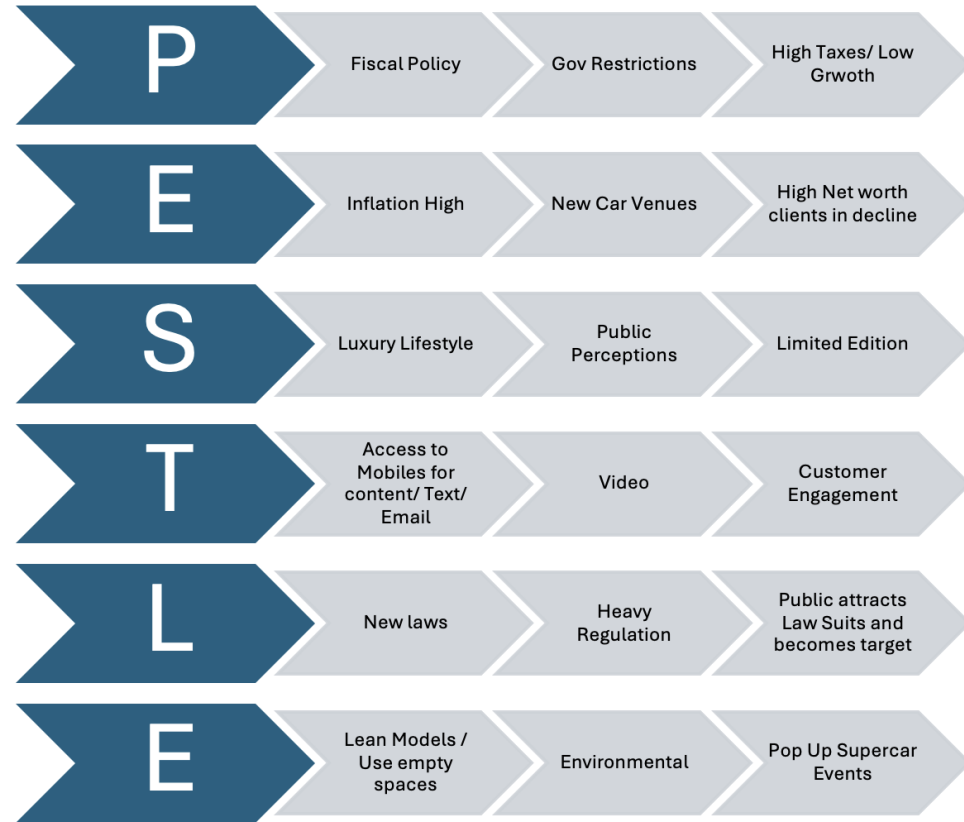
# Introduction

- P1NK Supercars and Coffee delivers high-profile supercar events company, combining luxury experiences with community engagement. The team organizes Supercar Parties, track experiences, and exclusive mansion Parties, which have grown in popularity, attracting over 2,000 visitors annually. The company is recognized for its distinctive brand presence in the luxury automotive lifestyle sector. Bold and innovative content that pushes the boundaries  
[www.thesupercarhangout.com](http://www.thesupercarhangout.com)

## Current Operations and Marketing

- P1NK Supercars currently uses Facebook, LinkedIn, Twitter, and YouTube to publish content, promote events, and build hype online. The success of each event relies heavily on digital engagement and online storytelling that connects car enthusiasts, sponsors, and influencers. The growing use of AI will explore how the business can grow and expand to have a competitive edge.





# PESTLE ANALYSIS





# Job Re-Design Strategy

## Current Workforce Capabilities & Gaps

- P1NK Supercars & Coffee currently operates as a boutique, event-driven organisation built around exclusive automotive experiences. Its strength lies in relationship management, event curation, and brand experience. The workforce is composed primarily of roles such as event coordinators, marketing staff, social media specialists, and partnership managers. These employees excel in communication, hospitality, and creative branding, that have historically sustained the business's premium positioning (Ulrich, D. et al.2012)
- However, as the company transitions toward an AI operating model, several limitations have emerged



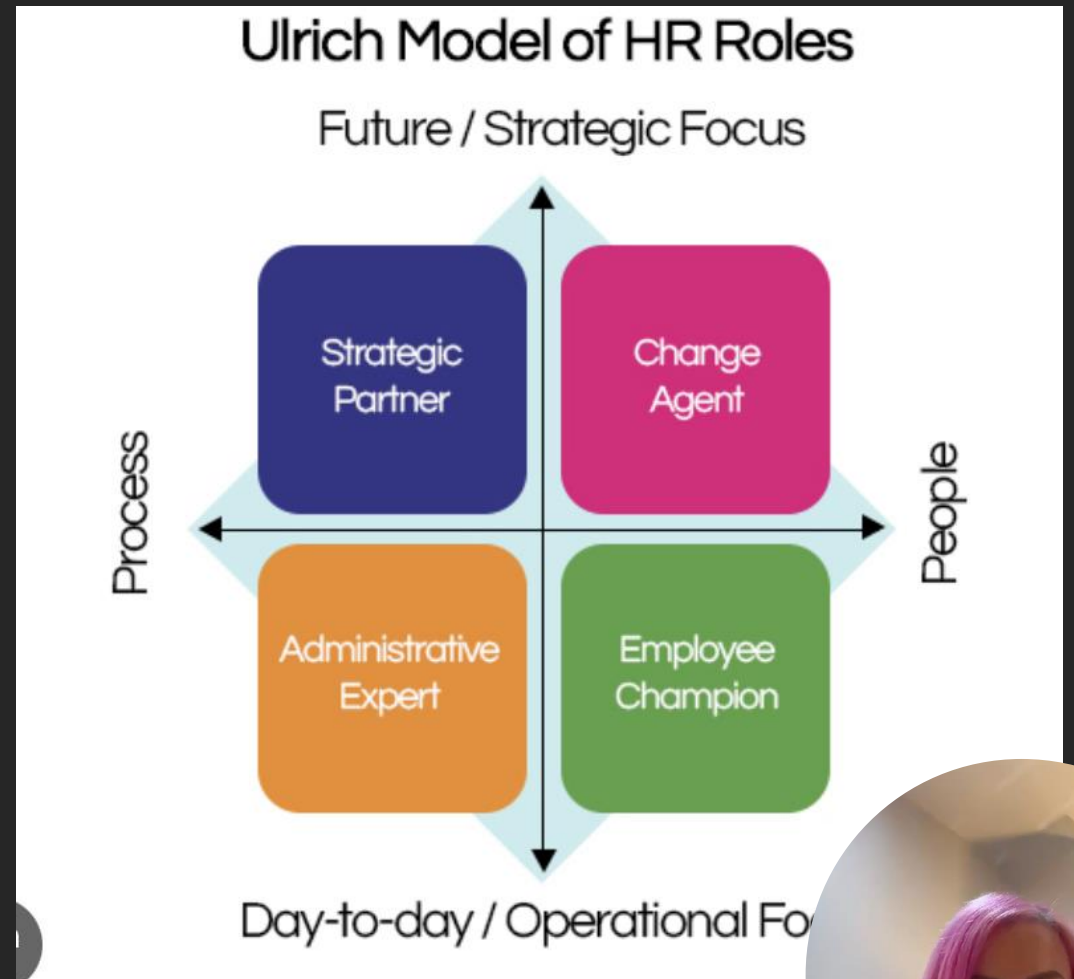
# People Challenges of Adopting AI

- The lack of knowledge and experience to understand AI for example it is being used within banking & finance but it not working for 90% of UK population.
- Staff will require up skilling and training in the use of AI and the benefits
- Our business is already using video AI and visual AI for social media, but how can the business take this to the next level. Through a subscription channel.
- Creating data then personalized messages for our customers to drive more sales through interaction with the brand.
- Our business has an ethical responsibility to how AI is adopted.



# Ulrich HR Model

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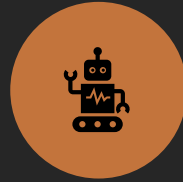


### Existing Capabilities

- Strong interpersonal and networking skills: Staff maintain personal client relationships, crucial for high-value event attendance and sponsorship engagement. Create Hype.
- Website, online and on socials using videos and creating brand hype through creative content and AI videos to build hype.
- Creative and brand storytelling strengths: Effective in crafting compelling experiences and social media content.
- Operational agility: Adapt quickly to scheduling changes, venue logistics, and regulatory requirements.
- Passion for automotive culture: Product knowledge and authentic enthusiasm support genuine client engagement. Opportunity to expand into new areas such as customizing cars, fixing cars and having our own in house mechanic. Creating content for social media which we can charge 1000 subscribers £20 pm. Generating £240,000 PA.



# Identified Gaps



Digital and data literacy: Limited understanding of analytics tools, CRM insights, or AI-supported systems.



AI and automation skills gap: Staff lack expertise in technologies such as AI-driven marketing platforms, chatbots, and machine learning insights.



Strategic analytics capability: Limited ability to interpret data for forecasting customer trends, event optimisation, or ROI measures.



Change management and cultural readiness: Some resistance to technology-enabled operations due to fear of displacement or loss of personal touch.



Sustainability and policy awareness: Workforce knowledge of emerging government mobility policies (e.g., 20mph zones, environmental targets) is inconsistent, impacting proactive strategic planning.



# Evidence & Analysis ‘ AI Goals’

- The strategic direction focuses on “Getting Ahead” and “Pushing the Limits” values that align with digital innovation and AI enablement. Key goals:
- Enhancing customer engagement through AI-driven data analytics (understanding attendance patterns, preferences, car ownership trends).
- Automating marketing and client communication through personalised AI tools.
- Implementing predictive analytics for events and resource allocation.
- Using AI for brand storytelling, social media stories, and influencer mapping.
- Exploring virtual experiences (AR/VR) to engage clients affected by driving restrictions.



# AI can transform key areas of P1NK Supercars' through:

- Predictive analytics for monitoring event attendance and marketing performance
- Personalized recommendations for ticket offers and experiences
- Automated content for social media and promotional campaigning 'Feel Good Factor' Lets go and Push the Limits this is the feeling people buy into. Building on that through AI and online is key.
- Enhanced video editing and highlight reels with machine learning tools and AI to produce more content.
- Customer relationship insight, helping tailored interactions and grow brand loyalty very strong at present. (Venkatesan, R & Lecinski, J 2025)



A blurred background image of a business meeting. Several people are gathered around a table, looking at documents and a tablet. A white coffee cup is visible on the table. The scene is brightly lit, suggesting an office environment.

# Implementation

- To accelerate AI adoption and alignment, P1NK Supercars & Coffee should pursue the following targets:
- Embed AI in Core Business Processes
- Integrate AI tools into CRM, marketing, and event planning platforms to enhance personalisation, attendance prediction, and sponsor engagement
- Use predictive analytics to inform event scheduling, catering to driving behaviour trends created by policy restrictions.
- Develop a Comprehensive AI Skills Framework
- Define an internal model outlining essential digital and AI-related skills for each role.
- Establish partnerships with training providers or universities to deliver hands-on AI and data analytics modules.
- Appoint an AI Transformation Lead
- Create a leadership role dedicated to managing digital strategy and cross-functional implementation.
- This position would coordinate technology integration, vendor management, and staff capability.
- Foster a Culture of Innovation

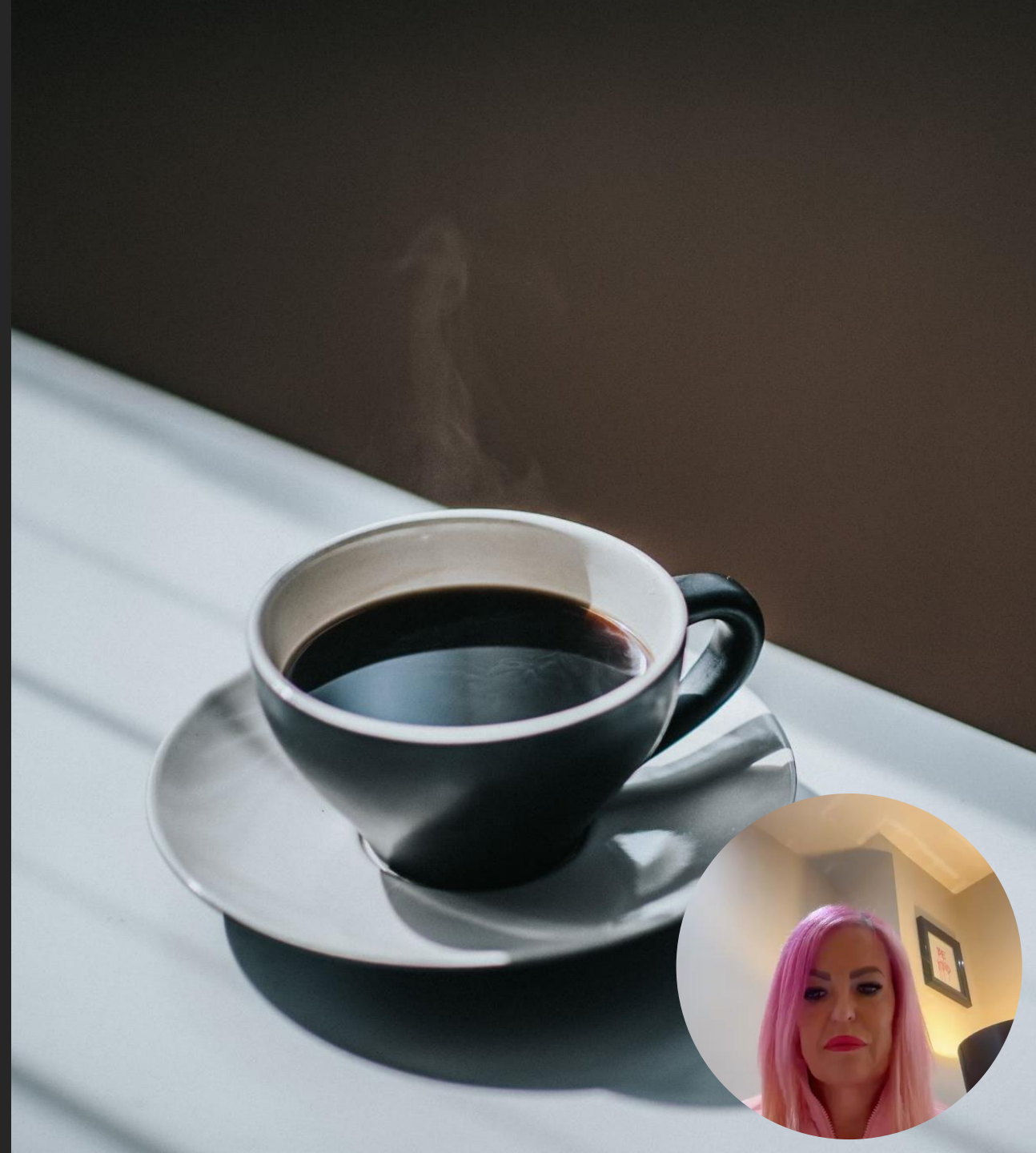


- Encourage experimentation through internal “innovation workshops” where staff test and propose new AI-driven event ideas.
  - Reward creativity and digital adoption with incentive schemes linked to measurable business outcomes.
  - Implement Robust Governance and Ethics
  - Develop policies to ensure AI transparency, data protection compliance (GDPR), and ethical automation.
  - Promote human–AI collaboration rather than replacement, maintaining the personal, community-driven nature of the brand.
  - Measure and Review Progress Continuously
  - Introduce Key Performance Indicators (KPIs) such as:
    - Percentage of workforce trained in AI tools.
    - Reduction in administrative time through automation.
    - Growth in client engagement metrics post-AI integration.
  - Conduct annual workforce planning reviews to refine strategy and update skill priorities.
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# Conclusions

P1NK Supercars & Coffee operates in a highly dynamic environment shaped by technological disruption, policy change, and shifting consumer behaviours. Our business shakes up the industry through offering high energy supercar events and experiences which could evolve further through integration of AI. External challenges such as the introduction of 20mph limits and sustainability driven urban planning will challenge traditional models of motoring engagement. There also seems to be a government lack of support for motor industry and trade. To preserve its status as a distinctive lifestyle brand, P1NK Supercars must adapt by embedding AI capabilities that sustain competitiveness, personalisation, and operational efficiency.

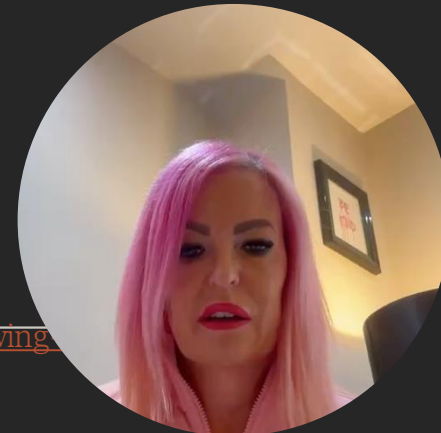


# Thank You for Listening and Questions?



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