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INTRODUCTION

An electrical vehicle is the evaluation of the traditional vehicle. For more consumer response, the organizations transferred to the electrical vehicle. This idea generated more consumer satisfaction. Consumers have wanted the user-friendly and easily accessible vehicle for use. At the same time, they want to reduce the cost of using an electric vehicle. The electrical vehicle is user friendly and they have a premium looking for use with the movement. Vehicles are using not only for not only moving here and there (Larminie, 2013).

This exposes the benchmark of the premium feels to others. Also, it expresses the user-friendly interface, also there is an infrastructure that must be liked by the consumers. The vehicles are upgrading day by day and for having the readability of the consumer's mind the vehicle organization is used to delight to have the electric vehicle. Though the electric vehicle is not introduced widely, shortly it will be exposed worldwide and it has a great possibility to replace the traditional cars to the electrical vehicle.

DESCRIBING THE PESTEL ANALYSIS AND RANKING

PESTEL analysis is a tool to analyses and monitors the external forces facing an industry. PESTEL analysis is essential for an electronic Vehicle industry, before any kind of strategic plan (McCullers, 2013). The elements of PESTEL analysis are:

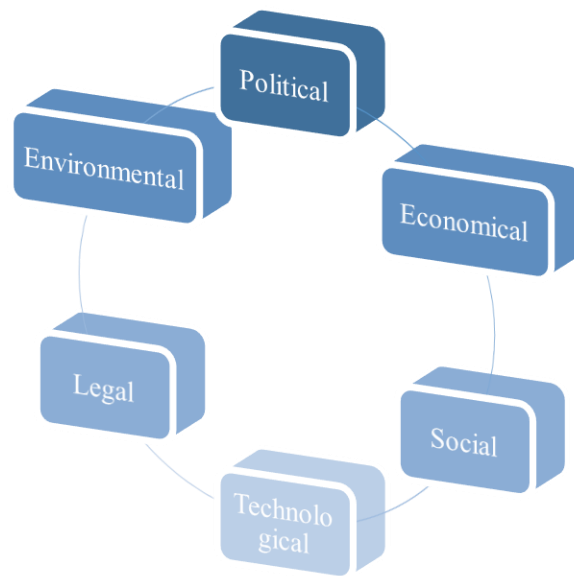


Figure 1: PESTLE analysis

Source: Author

Political Factors: Political factors describe the government and government custom/policy, which influence in the industry. Some government policies like trade, environmental law, political stability or instability, and taxation policy influence in the electronic car industry (Galindo Martin, 2015). As these policies determine how to do a business electronic car industry needs to respond to the policies.

Economic Factors: Economic factors directly influence in an industry how industries do business and its profitability (Suckling, 2012). These factors determine economic growth, inflation, disposable income, raw material costs, the electric bill, and employment or unemployment in the electronic car industry.

Social Factors: These factors help the car industry to understand the customers' needs and wants. By understanding the clients and making a car according to their demand, the electronic car industry can drive the customer (Kingsbury, 2011). Changing lifestyle, cultural trends, education levels population growth, career attitudes, are the element of these factors.

Technological Factors: Changes in technology, automation, security, research, and development are the main technological factors in the electronic car industry. These factors focus on technological innovation and development and consider the new method of manufacturing and allocation (Salvacruz, 2011). The electronic car industry can affect the market by producing new goods, a new distribution of technique, and active communication.

Environmental factors: Environmental factors influence in the nearby environment. Since customers are demanding that they will buy ethically and sustainable sources, electronic cars need to maintain legality. Climate, media, culture, and sustainability are the main component of environmental factors.

Legal Factors: An industry needs to understand what is and is not allowed for it. Customer law, advertising standards, customer rights, trade regulation, and employment legislation are greatly influencing the electronic car industry (Hillard, 2018). Therefore, Electronic car industries should follow legality to do business in both their country and globally.

From the analysis of these factors, Economic, technological and social factors have more impact in the electronic car industry. On the other hand, political, environmental, and legal factors have less impact.

PORTER'S FIVE FORCES AND CONCLUSION

Porter's five forces tool is a process of exploring the competition of the business industry. It determines the level of competition and then the effect of these factors in an unattractive industry (Michaux, 2015). Porter's five factors have a great impact on the electronic car industry.

The threat of new entrance

Electric car industries can be faced with many problems when they enter a competitive market like decrease profitability, lack of customer loyalty, capital requirement, etc.

Threat of substitutes

Substitute product is threatened for some kind of product industry such as cellular telephone is threatened for Landlines Company. In the same, normal car, the industry is a competitor of the electronic car industry. To survive in the market, an electronic car company can innovate new technology to fulfil customer needs and wants.

Bargaining power of customer

The negotiating power of clients can put the industry under pressure, and it becomes high when customers have many substitutes (Pansy, 2015). If any car industry cannot maintain customer pressure, it becomes hard to survive in a competitive market. Therefore, the electronic car industry can reduce customer bargaining power by the customer loyalty program.

Bargaining power of supplier

The supplier's bargaining power is another force as a market input. This can be greatly impacted by the electronic car industry. For this reason, the car industry can face a lack of suppliers. To reduce supplier's bargaining power, an electronic car company can contract with substitute suppliers, making supplier competition and the presence of substitute input, etc.

Competitive rivalry

Most industries face competitive rivalry because of the intensity of competition. Electronic car industries need to understand competitive rivalry (Robinson, 2013). Therefore, they can be successful by applying a new strategy and innovating new technology.

ORGANIZATION CHANGES BASED ON THE ELECTRIC VEHICLE

An electric vehicle is the evolution of traditional automobiles. These types of automobiles are used in the EU with a vast area as there are many kinds of advantages by using automobiles. Electric automobiles are mainly the consumption of electricity in the vehicle. So, it can tell that, the automobiles are user friendly as well as environment friendly.

Organizational changes are bigger changes based on the electric vehicle because organizational changes include changes in the procedure, process, and technological changes in electric cars.

There are some types of changes like easy infrastructure, user friendly and so on that meets the need of the consumer (Floyd, 2016). So, an electric vehicle is the bigger invention in the automobile industry. The changes in the organization for an electric vehicle can be more efficient.

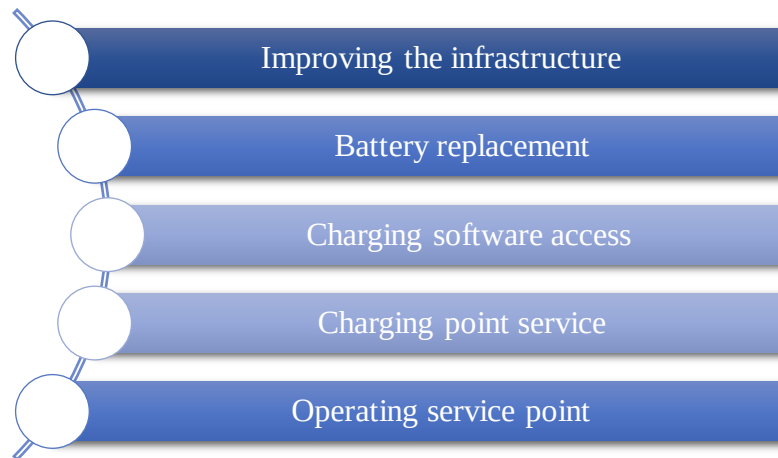


Figure 2: Organizational changes for electric vehicle

Source: Author

Infrastructure is the basic environment of a vehicle. The first automobile was invented in 1908 America was an electric vehicle. But the problem was that car was not efficient to use by all the general public. Also, there wasn't any good environment that gives a premium look to the vehicle. After that, traditional cars were invented, and nowadays electric cars are increasing day by day.

Consumers prefer a good-looking vehicle with a premium feel that makes them unique from another one. However, some infrastructure also includes mind-blowing that meets the needs of consumers to not only use the car as a moving particle but also a remarkable fancy (Doucet, 2011). For instance, BMW is upgrading its automobile and making them more user friendly with having the electric vehicle the consumers can fill up their hidden expectation. This electric vehicle includes a better-looking infrastructure and more efficient for use by the user.

As an electric vehicle uses the consumption of the battery to run, there may have a question of the durability and backup for the battery. The battery is the most vital particle for the electric vehicle (Bablo, 2016). The automobile company should have to install a hardcore battery to support the electric automobile for a long time.

Especially consumers when starting a long drive, the battery must have to perform satisfactorily. Otherwise, it will decrease the value of the electric vehicle. One another important issue is the durability of the battery.

For what time it will last can be the most asked question by the consumer to the company. In this case, the company has to provide special services for battery replacement. Consumers can change their battery after a specific period for getting a better result than before.

Charging Provider Company will be installed in the city frequently. So, consumers can charge their vehicle whenever they want. Here comes a question about the cost. Consumers may have opened an account with the service provider and he can pay them for a monthly or daily basis. For completing this full task, the company can maintain software and they can monitor every specific customer. The customers also can browse a part of that software. Both of them will come to a specific point for getting and providing service.

If any consumer wants to install the charging provider in their home or office, they surely can do it. This innovative idea can help to increase the usage of an electric vehicle over a traditional vehicle. People can recharge their vehicles easily whenever they want. These stations should be authorized by the government because there may have chaos about the cost of recharging.

Also, there needs a person, who can operate this recharging system. Or the company also can have an innovative idea like software development for the recharging period. Each record will be shown off in that software program (Doucet, 2011). So, people can also pay their recharging costs easily. But if the company failed to invent that kind of software, there are needed a person who can easily help the people to operate that.

REASONS FOR THE ORGANIZATIONAL CHANGE

Organizational changes include the changes in the organizational process, procedure and technological changes to satisfy the consumers more often. The automobile company tries to make the company more efficient for consumers. The consumers expect many more of the requirement to be fulfilled. For creating the company's loyal customer, the company has to upgrade to a more user-friendly interface in the automobile industry. After having the updated feature and sufficient user-friendly infrastructure a company will be more efficient to make them loyal customers.



Figure 3: Reasons for organizational change

Source: Author

Employees are the key to the organization's development. Organizational development means developing the technology, process, and procedure to be changed. By changing these a company will make themselves much more effective. Employees will have to be trained up to cope up with the new business strategies. As it is included in the company's procedure the business has to train up their people.

Consumer's preference is always placed as a first in the business. So, based on the consumer's feedback the electrical vehicle has to update their future automobile (Shani, 2019). So that they can have their expectation fulfilled. Also, they are delighted being having the automobiles feature.

If there are any issues in the company then the outcome of the company also will bear the problem to the result. The automobiles rating will be decreased if the organization cannot provide the best feature to the consumers. But the features are in the hand of the employee. So, the company has to make more efficient first of all by fulfilling the employee requirement and then the consumers' requirement over the automobile.

CONCLUSION

These types of automobiles are used in the EU with a vast area as there are many kinds of advantages by using automobiles. Electric automobiles are mainly the consumption of electricity in the vehicle. Porter's five forces analysis has a great impact to survive in a competitive market. By maintaining the element of Porter's five forces, an electronic car company can protect substitute products, control suppliers, and fulfil customer's needs and wants. Finally, the electronic car industry can be survived successfully and earn more and more profit by satisfying customers.

Though the electric vehicle is not introduced widely, shortly it will be exposed worldwide and it has a great possibility to replace the traditional cars to the electrical vehicle (Shani, 2019). The automobile company is making its customer more delighted by changing its traditional vehicle to the electrical vehicle and their organizational strategy including process, procedure, and technology. In the future, the traditional vehicle will be replaced by an electrical automobile.

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