

The Global Business Environment

Name: Petar Lambev

Student Number: 1813445

Lecture's name: Dr Amare Desta

Module code: LCBB4003



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1. Introduction.

Nowadays, technological developments are progressing with extreme speed. Things that are up to date today, after six months, are already obsolete. This whole boom of technology has helped to develop one of the most important sectors of the economy, the automotive industry. And in this case, we're talking about a whole new segment, like electric cars. Considered at the beginning for something rather exotic or just a small niche not occupied by large automakers, in recent years they have shown that they are a serious competitor to traditional internal combustion engines and forced the big producers to rethink their future development plans.

2. History of the electric cars.

Strange as it may sound, electric cars arose before the cars with an internal combustion engine. We have the first data in the distant 1835 year. In fact, in the 19th and early 20th century the electric car was preferred. He was less and more comfortable and did not need to be started manually. But with time the oil-powered cars are overcoming most of the problems, different innovations like the electric starter, which replaces the crank, the tailpipe appears, which makes the car noiseless. But the greatest influence of all, of course, is the equative qualities. The car gets faster, runs longer distances on a single charge, and is more quickly charged than its electric beam.

The scales are bent in favor of the cars and the way they are manufactured. A legendary producer and entrepreneur, Henry Ford, creates the assembly line, which lowers the price of production, making its models cheaper, and from there more accessible to the wide masses. So, the internal combustion engines are charged in the next hundred years. (Angelov, 2017)

During this one century oil domination had a rather negative impact on the world. Cartels, such as OPEC, lead to numerous wars, the automotive producers themselves behave themselves, with banks and every problem turning to

Governments for subsidies. But this is a normal thing in today's global world, where corporations work closely with Governments and influence them in the adoption of laws. (Morrison, 2016) providing a large amount of jobs and being the backbone of the major economy's automakers, in close contact with oil producers manipulated long-year governments. They also stop innovation. There are known cases of production of vehicle, which are then stopped by production or withdrawal from the market and destruction. This is the case with the company General Motors, which in the middle of the 90 years produced the first modern electric mobile.

3. A new era.

Like any product that leads to search and offer principles, the electric cars needed factors that could affect their demand. In the modern global world, and especially in normal democratic societies, there are different principles that underpin consumer behavior. Not only the price is of public importance. Significant influence plays and environmental protection, global warming. Activists, such as Greta Thunberg, have been making environmental movements that were followed by millions of people all over the world. And at that time, the electric cars began to take their place in the global automotive market.

But not everything happened so easily. The traditional automakers did not want to invest redundant funds for new research. Governments continued to maintain even the production of diesel engines, although they lead to environmental pollution and create health problems.

At the same time, although the internal combustion engine has been imposed in the automotive industry for the last hundred years, in many other industries it has won and developed. In factories, in household appliances, also trains, trollies, trams, they all use electric motors. At one point, the electric motor was sufficiently developed and competitive to be implemented in the electric mobile.

Thanks to the boom of mobile phones, e-books and laptops, batteries have also fell and increased their capacity. Charging time has dramatically decreased. Thus, the electronics and industry had all the prerequisites for creating an electric mobile. The question was, who is ready to create it. It turned out that traditional automotive mastodons do not want to do new research in this direction. A new entrepreneur was needed, which is foreign to the automotive industry. That man was Ilon Musk. His idea was so crazy, to compete with the big players, so no one saw serious competition in his ideas. The traditional producers

were so self-righteous that they didn't even try to stop it, using their enormous influence. According to some authors, the creation of "Tesla" is a real revolution that will affect the lives of all people in the world and at the same time not only created countless imitators, but also changed the automotive industry fundamentally. (Hamish McKenzie).

Although the first models were not so ideal, there were flowing roofs and inexpensive interior, with the time Tesla managed to produce models that were not inferior to the cars powered by oil. They managed to prove that the electric cars can be fast, luxurious, with long mileage and most importantly environmentally friendly. And at one point, the impossible happened. All major manufacturers have begun to rethink their positions. Companies, like BMW and Mercedes, started to invest billions in research and development of vehicle and this is normal, after last year Tesla sales exceeded the sales of the German premium brands on the American market. There is almost no longer a car manufacturer that does not invest huge funds in the production of vehicle. A mark, such as Volo announced that in the next few years will completely pass the production of vehicle. New starters are constantly emerging.

Serious impact of the development and demand for electric vehicles has the world's largest market, the Chinese. In many places in the world, still the electro mobile is seen rather as a choice or a rank of thinking, but in modern China, because of the strong air pollution it is a necessity. And even though there are many local manufacturers, the automotive industry in the world's largest country is still in the hegemony of the western producers. That's why they must rethink their way of thinking if they want to keep their positions. Moreover, Tesla opened its third factory right in China and the cars it produces will be at a competitive price.

They're talking about the advantages of electric cars. Their maintenance is cheaper. They are much more environmentally friendly than convection vehicles. Do not pollute the environment. They're quiet. It is expected that a maximum of 2030 year to equalize their prices with ordinary cars. The cost of their batteries is usually half the price of the electro mobile and therefore the cost of the batteries will fall and their price.

4. New business opportunities.

Along with the development of the production of vehicle, many other business opportunities related to them arise. Large investors put money not only in the

production of cars with electric motors and in components for them, but also in many different markets, such as electric mobility, for example. Billions are invested in many beginner companies, targeting not only the electromobility, competing with the incumbent producers, but also in the production of more powerful batteries, electric charging stations. Also interest for investors is the systems for electric energy of the home. And in this case, we could not say that this is just some fashion crush, as investors are internationally renowned corporations and even some mastodon from the oil business, who want to insure themselves against the ever-diminishing demand for fossil Fuels. Companies related to the aviation and aerospace industry are also very interested and have their own developments. Flying cars and electric planes are expected to be the next step. There are also huge investments in shipbuilding, where more and more vessels are being manufactured with electric motors. Electronics companies are also involved with their own solutions. Electric cars also exert their influence on the education system. Many technical schools and universities see a boom of the majors associated with them. Multiple applications are created to display the existing network of charging stations.

An interesting moment is the presentation of the companies related to the automotive industry in the stock markets. Of course, the most interesting are the shares of Tesla. Despite many forecasts of decline, their value is constantly rising. Even before the new year they passed the promised by Ilona Musk 420 dollars. Many of the experts expect to get the same balloon as the Internet companies in 2000 year, but people realize that the next decade will be the electric cars. The fact that more and more international companies are investing in this business makes us think that they will have a very good performance on stock markets. The last year showed us a high growth of almost all major technology companies.

Several consortia are being created between leading collaborative development companies. Such an example is the cooperation between Toyota and Panasonic, in which Toyota, which lags behind in the production of vehicle wants to win a new market share, and on the other hand the Panasonic, which is known to us primarily as a manufacturer household electronics this Can be called a serious change of priorities. And if they already have a contract to produce batteries with Tesla can turn them into a leading manufacturer in the world.

The production of vehicle also affected very seriously the production of solar panels. Customers are strongly interested in not only buying cars that do not

pollute the environment, but also the energy for them to be clean. In the future, the vehicle themselves are expected to be equipped with solar cells to load them directly. The large companies that deal with deliveries gradually also switch to vehicle. Indicative is the case of Amazon, which invests in the old tap and ordered the production of 100 000 electric cars for their needs. All this shows that the one who does not follow the new trends, no matter how big the business and the capital, can easily disappear from the global market.

5. Conclusion.

In conclusion I can say that we live in a very interesting and dynamic world of continuous creation of new technologies. It also changes the way of thinking not only of people, but of corporations. While profit was a major thought in the past century and technology has helped people to pollution on the planet, we now see completely different behaviour not only for consumers but also for producers. Maybe the car will change its place in our lives. On it people will start to look really, as a means of movement, and not as a social status and a fundamental importance will there protect the environment. Teaming large producers from different spheres of business will help to develop technology faster. To exchange experiences and ideas. And if I call the automotive industry one of the main backs of any economy, I think it will attract more and more new ideas from many other spheres. We can expect the next decade to bring us many interesting innovations in the automotive industry. (Baines, 2014)

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