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ELECTRIC VEHICLES IN EUROPE

The Global Business Environment

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INTRODUCTION

Global business environment refers to the term that emphasize on doing business in various countries and is affected by external and internal factors of environment that influence decision making of the company.

Present study emphasized on Volvo company. It is Swedish multinational company that carried out core activities of production, distribution and sales of truck, buses and equipment that are used in construction.

Report will include major forces that shaping in business environment and the changes that occurred in manufacturing industry in the last few years (Casals and et. al., 2016). It also include changes that have been done in electric cars that help in gaining competitive advantage. Furthermore, it emphasize on new and emerging business opportunities in automotive industry.

MAIN BODY

a) Forces that help in shaping business environment and various changes that help in achieving competitive advantage

Forces that help in changing business environment such as changes in technology that help in inventing something new in product. As Volvo is making electric cars nowadays that help in saving energy for the future. It is diversifying its product from fuel cars to electric motor cars that do not pollute environment. Technology is one of the major force that shape environment for the future. There are environmental forces also that help in driving different perspective for manufacturing industry in auto mobile sector. Globalization is other force that help in changing business environment as providing different new concepts and principles that will be applicable by Volvo in manufacturing cars. These forces help in providing some different product to consumers that involve different perspective for business. Through this changing technology it started in making powertrain portfolio. It is also using conventional hybrid material in manufacturing cars that provide effective use of resources. Volvo is becoming a major brand in selling electric vehicles and gaining larger share in the marketplace (Christie and et. al., 2016). Financial market also provide a boost competitive advantage that help in future growth for business. As Volvo's financial condition is good that help in shaping business environment for the future. These forces plays an important role in the economy for bringing more opportunities for business. Consumers are the king in market taking this into consideration it makes product

and help in satisfying their wants. Volvo is adopting electric technology more effectively than other marketers. Henceforth, competitors also help in shaping business environment as they create competition for bringing more opportunities for the future. This increases competition in the market so companies are changing their business operations that help in increasing productivity and business environment is transformed that bring effective in working operations of manufacturing industry. Therefore, all these forces help in shaping business environment.

Automotive industry is changing at fast pace in the economy. New models have been developed that create effectiveness in business. There is significant change in industry take place that lead to provide many opportunities for business. Earlier due to lack of technology there is less transformation in industries. After globalization business operations get changed as everything become automatic and that lead to provide more transformation into business. Now the main target of manufacturing industry is to reduce pollution and providing vehicles that help in saving fuel. Earlier people are not aware about environment that lead to create problem for people. Equipment that are used in making vehicles are also not of good quality so they emit more fuel in the air that is harmful for public (Simon, Ziemann and Weil, 2015). Because of this problem industries decide to manufacture vehicles that do not affect environment. Then it decide to make electric vehicles that do not influence environment and hence mostly preferred by consumers that help in saving fuel money that is costlier as compared to electric vehicles. Volvo is changing its operation and start manufacturing electric vehicles that maintain ecological balance in the country. As now a day's government is also investing in electric vehicles that help in bringing mobility in operations while manufacturing vehicles. Installed music system are available in vehicles that provide different perspective to consumers and facilitate many things to them. From 2005 to 2010 there is growth in using electric vehicles by people in the country. There are significant changes that have been made in automotive sector after technological changes and providing different segments in the country. It is necessary for bringing changes in business that help in achieving growth. After implementation of various perspective that lead on emphasizing various changes in industry that bring effectiveness in doing business.

Other changes that lead to bring transformation in Volvo include change in structure that provide various perspective in business. Organizational change is the most common that emphasize on creating different segment in business. Changes in policies and procedures will change working environment of doing business. There are several changes that emphasize in

providing various perspective and lead to bring transformation in the company that lead to provide in enhancing business operations. Other than internal changes external changes can be made in Volvo related to marketing strategies that is adopted for doing marketing of vehicles in the marketplace by the company. Changing in designing of vehicle that provide different product to consumers and transformation is frequently to enhance production of vehicle in the company (Vassileva and Campillo, 2017). Different strategies that is involved in manufacturing product. There are different transformation that lead to bring effectiveness in the company. In coming years there may cars manufactured can have remote system as there is no driver required for running that will help in saving time as location is already set into the functions in vehicles. This facilitate people in travelling from one place to another without any problem . Changing in office staff also lead to bring changes in the organization. It is important in analysing different perspective e. It is mentioned in various perspective that help in providing different aspect in life. there are various segments that lead to provide various changes in doing business. there are different elements that can be changed in providing various industry expansion and help in evaluating price of vehicles in the last few years based on that price is being decided in current year. Through different process that is being provided changes will be done that help in increasing sales of the company. Therefore, these are changes that lead to bring efficiency in the company.

Drive towards the production of electric car manufacturing because this help in protecting environment. Due to electric cars energy will be saved and environment will be protected from unwanted pollution that affect health of people. For saving life of people it is necessary aspect so that there is no loss to company (Biresselioglu, Kaplan and Yilmaz, 2018). As Volvo provide facilities in its vehicles that facilitate in providing changes for the future course of action. As there are changes that will be made in accepting that changes in business. Through electric vehicle is provided in getting involved different aspect that provide changes in the organization. These strategies that will be taken into consideration and evolving techniques for conducting research for automotive industry it is important in providing different facilities that include insurance, free service etc. to consumers. There are various segments that will be providing services to consumers help in getting involved into activities that is beneficial in getting involved into business. It is important that transformation in business bring effectiveness in gaining knowledge related to different perspective in the future. Changing business scenario help in

gaining involved much in business perspective for the future. There are changes that create tough competition in the market. Automotive industry provide different various perspective that gain various transaction in providing changes in the company (Günther, Kannegiesser and Autenrieb, 2015). It is necessary for bringing changes as it will become useful in providing organization concept. electric vehicles demand is more in coming years as fuel get exhausted completely that create problem for the future.

b)New and emerging business opportunities that help in manufacturing electric vehicle

As stated in the case study that behaviour of consumer is changing depend on the needs and wants. Company have to manufacture product based on their taste and preference that provide different perspective to consumers. For manufacturing industry it is necessary in using different raw materials for doing production in Volvo. In present scenario world is running fast it will be lacking behind in different changes in getting involved various segments for expanding market at global basis. There are many ways that help in emerging into market and provide different opportunities for Volvo in the future. In gaining various perspective it is necessary in building relation with consumers that help in getting more perspective for the future (Wu, Inderbitzin and Bening, 2015). The speed of charging vehicle is 80% that require 20-30 minutes that help in providing various forms and important in gaining full battery electric vehicle to consumers that help in gaining different perspective for the future. as emerging changes and bringing more opportunities help in getting involved. As due to emerging trends in business that help in creating changes in business for getting success in the future. It is important that evolving into markets help in analysing taste and preference of consumer. Another emerging trend that emphasize in providing battery swapping facility in vehicles that help consumer in saving money as battery will be swapped from other and enhancing more opportunities. Volvo is providing changes in its operational activity as well as process of manufacturing product and in supply chain management system.

Another emerging trends that help in providing small format cells in battery that is easily adjustable in vehicles. It create problem for business in taking into account different segment that will be providing various segments in business as it is important for the future course of action. Electric vehicles are in high demand in the marketplace that plays an important role in carrying out different perspective. This create different perspective in gaining changes in economy for the future. Different segment will be involved in getting into different perspective that needed in the

company. Government is also investing in electric vehicles that provide internal factors in the economy. Subsidies are provided that help in evolving into various changes that take place through (Taefi, and et. al., 2016). Advancement in technology that create different aspect in the company and bring more opportunities. There are large segments that help in providing various different gadgets to them as it facilitate in getting involved into business for consuming effective utilization of resources. There are various factors that also have impact on bringing out various perspective and involving changes in the company. Large format cells are also using in manufacturing various perspective for Volvo. It is leading brand in the market that emphasize on providing different aspect that targeted into business as providing different perspective. It is important to note that various perspective taken into consideration as involved various factors in getting involved into business. Formulating new policies and procedures that emphasize in emerging changes in the company.

Volvo is providing its services in the whole world that provide best services to consumers. It plays an important role in getting into consideration and creating different changes in business .There are various perspective in gaining into various part in business. It is important that providing help in getting involved various segment for the future. There are different channels that help in providing various segments that will be involved for the future course of action. It is important in gaining different aspect that provide involvement of elements that help in gaining changes that emphasize on business operations of the company .It is important to note that electric vehicles will be taken into consideration for providing different elements as electric vehicle is becoming popular that emphasize in getting involved into business. One of the most important segment that help in providing different services that is involved with various aspect in business (Nilsson and Nykvist, 2016). It is important that automotive industry have to be adjust its services and help in satisfying needs and wants. It is important in providing various perspective for the future that provide changes in business. Operational activity of business will be enhanced that create more competition in the market and bring efficiency in supply chain process of Volvo. Through effective utilization of resources wastage can be reduced that involve different changes in business. As it is dealing in manufacturing vehicles that help in emphasizing greatest approach for developing its policies and procedures that include various perspective. On the other hand, Volvo is making its product by using advanced technology that help in providing best quality vehicles to its consumers. By using effective supply chain management process

operational activity will be smoothly running and enhance in bringing more opportunities in the future. Economic of scale is taken into consideration that create various changes that is occurred in business different perspective for the future. It will be helpful that provide various segment in more opportunities for getting involved more people in manufacturing process of vehicles. it is important to note that enhancing different target people that help in increasing sales and profitability of business. There are various business that enhance various perspective in implementing changes in vehicles that provide transformation in business. Improvement in infrastructure that help in evolving different perspective that will be evolved into business segment and providing technological aspects in business. Through this it will be help in gaining into consideration that provide different aspect in the future (*The Global Environment: Definition & Importance*, 2019). Large scale deployment help in providing various sources that will be helpful in manufacturing product in the company. It is important in developing infrastructure and emerging different concept in the future. Therefore, it is important in getting involved into business that provide ethical consideration and involved into various segment as providing different aspect in business.

CONCLUSION

It can be analysed from the above study that electric vehicles are becoming popular in coming years as it help in saving environment and bring effectiveness in operations of business. It is important in protecting ecological balance otherwise it will have greater impact on human lives. As in this study company is providing electric vehicles in coming years so that help in managing balance between environment and business. In coming scenario fuels will get be exhausted very soon so for preserving it for the future it is essential to provide electric vehicle to consumer.

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