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**ASSESSMENT 2: ENVIRONMENT ANALYSIS OF ASTON
MARTIN**

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Table of Contents

Introduction	2
Impacts of Pandemic on the automobile industry	2
Mega-trends	3
Survival factors of the company	4
The success factor of the organisation	5
Conclusion	6
References	7

Introduction

Discussion of this assignment is focusing on the clear presentation of the current business trends that are observed within the automobile industries in the UK. In that case, in the discussion part, there is the proper analysis of the external as well as internal business environment of the automobile company of the UK, Aston Martin. Thus, the effective impacts that the COVID-19 pandemic is offering on the business operations of this company is analysed in a detailed format. Therefore, mega-trends that are followed by the management team of this automobile company of the UK to lead its business successfully in the future are also presented. Furthermore, the survival factors of this organisation within the automobile industry of the UK and also in the international business market are presented in detail. Moreover, the success factors of this UK-based company are also depicted with the delivery of in-depth analysis in the discussion part.

Impacts of Pandemic on the automobile industry

Based on the overview of the reports it is encountered that the outbreak of the COVID-19 pandemic has served its potential impact on the manufacturing and sales of the automobile industry in the UK. The process is highly noted within the business operations of Aston Martin due to the presence of strict lockdown in the UK for the reduction of wide spreading of COVID-19. In that case, it is observed that the sales of this automobile company have fallen by approximately 57% at the very beginning of 2020 (Autocar, 2021). Within this regard, it is encountered that due to the strict lockdown there is the presence of limited stock within the warehouse of this car manufacturing company and created restrictions in the maintenance of successful delivery of cars to its customers. It resulted in the decline of sales and for this, the leaders of Aston Martin have planned to make proper balance with the supply and demand process of its products by managing stock among the dealers of their cars. On the other hand, it is noticed that in 2019 the number of sold cars and earning revenues of Aston Martin was down by approximately 60%.

Thus, this company also encountered a loss of approximately £118.9 million in revenues in that year due to the outbreak of the COVID-19 pandemic in the UK and also in different countries around the world (Industrytap, 2021). Therefore, during the first quarter of the pandemic situation, the management team of Aston Martin thought about the closure of most of the stores as for the implementation of lockdown this automobile company cannot perform their business activities in a developed format and also cannot deliver its products to the customers by managing their requirements. Furthermore, due to the presence of this kind of adverse situation, approximately 93% of the dealer networks of this car manufacturing

company were forced to close or limit the capacity of the stores due to the presence of limitations within the manufacturing of the cars. According to the leaders of this company, the scenario of the automobile industry and their business has completely changed in recent years due to the ongoing impact of COVID-19. In that case, the management team of Aston Martin tries to continue the business operations in a proper format by reviewing all the future fundings based on the maintenance of refinancing options towards increased liquidity (Business-standard, 2021).

Through the proper analysis of the reports, it is observed that in the first quarter of COVID-19 the leaders of Aston Martin have measured pre-tax losses of approximately 119 million pounds within its business due to the restocking of dealers. Therefore, the outbreak of this infectious virus in the global market resulted in economic losses and that restricted the availability of material for managing successful operations of automobile companies based on the maintenance of proper manufacturing of cars. Reports also stated that the presence of COVID-19 increases the risk factors for the automobile industry of the UK and serves risks within the financial performance in 2020 (Business-standard, 2021). Thus, the global dear networks of Aston Martin failed to operate their delivery system of cars due to the widespread shutdown around the world.

Moreover, the COVID-19 pandemic situation also serves its adverse impacts on the jobs of the employees of this UK-based automobile company. For the maintenance of the financial crisis within the business the management team of this company has targeted to save approximately £18 million from its operating as well as manufacturing costs. Therefore, approximately 500 positions of the employees are reduced from the workforces of Aston Martin as there is the presence of decreasing sales and issues in the delivery system due to the COVID-19 pandemic (Auto.economictimes, 2021).

Mega-trends

Within its business operations, the management team of Aston Martin is focusing on the introduction of versions of high-performance cars in the automobile industry. In that case, the leaders of this bard are expected to use the supercharged 3.0-liter inline-six along with the 48-volt hybrid system within the cars. Therefore, reports show that the CEO of Aston Martin has decided to make effective changes within the manufacturing system of the cars to meet the crisis hit of sports cars in the existing business market of the UK and also in the international business market of the automobile industry. In that case, the leaders of this car manufacturing company are focusing on stabilising the position of its business in the existing business market, and on this note, the management team of this barns is focusing on the cutting

process of unsold inventory and that helps in streamlining the production process of cars in a better format (Caranddriver, 2021). On the other hand, radical alterations are adopted within the future models of the cars to make effective growth in the sales of cars of Aston Martin in the international business market.

Within this note, the leaders of Aston Martin have already stated the development process of two completely new mid-engine supercars such as Valhalla and Vanquish. Thus, those two cars are set to use. Hybridised V-6 power plant and might help this brand to ensure its development in the car manufacturing industry based on the presentation of high-quality models in front of the customers. Furthermore, this brand also tried to create a bespoke engine for the supermodel of Valhalla, and in that context, the manufacturing unit of this company works by going out of the V-8 toolbox of the AMG. It clearly stated that the models, as well as interior designs of those cars, are completely different from the space motors of customers that are currently used within the Vantage, DB11, and DBX. Moreover, according to the reports, Aston Martin has expected to add developed engineering resources within the manufacturing system of its cars and must help this brand to ensure successful delivery of Valkyrie to its customers in the current year. Not only is that but the production system of the hypercars also moved to the Gydon factory of this company as part of the dramatic simplification of the manufacturing operations of this brand (Wired, 2021).

Survival factors of the company

The management team of Aston Martin always focuses on the delivery of unique products to its customers by combining the high performance and luxury within the manufacturing system of the cars. In that case, it is noticed that this brand is adopting some developed strategies within its business operations for leading its business sustainably and successfully. Thus, the survival factors of Aston Martin are presented below:

Portfolio strategy and cycle planning

The leaders of Aston Martin are implementing sustainable product planning within its manufacturing system of cars as it allows them to make proper alignment of the products with the market demands of cars among customers. Therefore, this brand also decided to expand its portfolio of business based on the engagement of the DBX and GT or sports platforms within the wide range of cars. On the other hand, the introduction of the iconic model of Valkyrie is recognised as a milestone for Aston Martin in the entire mild-engine market. Furthermore, this company is also expecting to include electrified powertrain and updated information systems within cars in the coming years (Astonmartinlagonda, 2021).

Efficiency in developing products

The leaders of Aston Martin are performing an external hiring process within its business to hire experienced employees for developing the manufacturing system of cars based on the involvement of developed engineering. In that case, it can be added that the primary concern of this brand for including expert engineers in the manufacturing unit is to lead the powertrain and development operations of vehicles to meet the changing market trends of the automobile industry. Therefore, the management team of this car manufacturing company of the UK is already aligning its business practices with the standard working practices of the automobile industry and that helps this brand to drive accountability within its business to lead a sustainable business by acquiring high profits from the business. Moreover, the leaders of this company are making their proper investment within the leading edge PLM architecture to gain success within a business based on the maintenance of sustainability (Astonmartinlagonda, 2021). Cross-functional collaboration and implementation of digitalisation process are also performed within the business operations of this brand as it serves an opportunity in front of this brand to increase productivity level within the business to meet the increasing demands of cars among customers in the international market.

The success factor of the organisation

At the time of performing business activities in the existing business market of the UK and also in the global business market of the automobile industry the leaders of Aston Martin are following some basic steps to ensure its business success. Multiple factors that help to ensure the success of this brand are listed below:

- The management team of this automobile company of the UK is focusing on the optimisation process of its business operations as it helps in the development of footprint within the existing business market by developing efficiencies of this brand in the delivery of manufacturing of cars.
- The chief operating officer of Aston Martin is focusing on the introduction of transformation within the business as through the engagement of transformation within business, this company can easily provide satisfactory services as well as products to its potential customers based on the usage of highly equipped engineering and machinery within the manufacturing system of cars (Astonmartinlagonda, 2021).
- The effective supply chain is also performed within the delivery system of cars to global customers. For the development of the supply chain operations, the management team of Aston Martin is including digitalisation and efficient supply chain strategies for the maintenance of timely delivery of the cars to its customers

within time. It helps this brand to achieve success within the business based on the maintenance of customer satisfaction within delivery activities (Wired, 2021).

- Therefore, the management team of this automobile company is stressing their active focus on the restoring process of price and position of the products in the existing business market for de-risking the business position of the company in the adverse situation (Astonmartinlagonda, 2021). The process helps the company to control its business activities in complex situations and helps in the achievement of long-term and profitable growth in business.
- Wholesaling of the sports cars of Aston Martin is managed as it helps in the successful maintenance of proper balance between the demands and supply of those cars in the business market by managing increasing demands (Wired, 2021).

Conclusion

Based on the clear analysis of the upper head discussion it is observed that the COVID-19 pandemic has served its sceviour impact on the automobile industry and also affected the sales and delivery system of cars of Aston Martin in different countries in the world. Within this regard, it is noticed that the leaders of this brand are focusing on the engagement of hybrid engines within the models of its new cars to provide the best experiences to customers in the case of used cars of this brand. Technological involvement in business helps this brand to maintain its success within the supply chain activities of cars in the existing business market.

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