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Section 1: Report

1. Introduction to the Report

The global automotive industry within the global economy is a crucial factor in economic growth, global business and technology (Dakić, Stupavský and Todorović, 2024). In this regard, the United Kingdom has been able to establish itself in the high-end and luxury automobile market, backed by high-technology engineering and international market-established brands. Jaguar Land Rover (JLR) is a major player in this industry, which is a British multinational car manufacturing company owned by Tata Motors, and deals with luxury sport utility vehicles in the market with a presence in over 120 countries (Jlr, 2026).

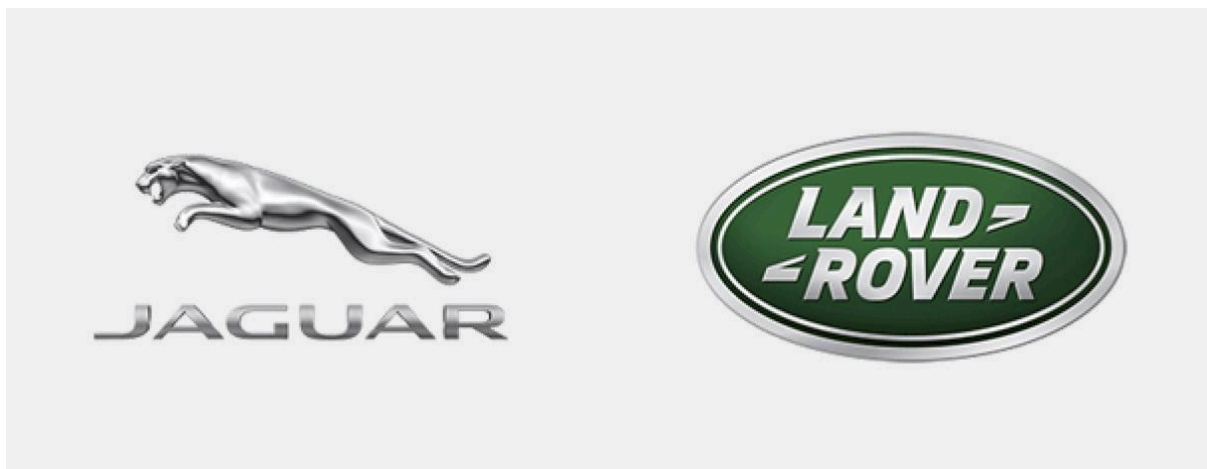


Figure 1: Jaguar Land Rover Brand Logos

Source: (Jaguarlandrover.com, 2018)

This report seeks to examine the competitiveness of the UK automotive industry in terms of the Diamond Model by Porter, and a comparative analysis of five key players in the industry, including Jaguar Land Rover, BMW, Mercedes-Benz, Audi, and Volvo. Moreover, the report also critically analyses the external environment impacting Jaguar Land Rover using a PESTLE analysis to determine the major factors that have an impact on its business performance internationally.

2. Industry and Country Overview

2.1 UK Automotive Industry

The automotive industry in United Kingdom is a significant sector to the national economy in terms of supporting employment, manufacturing, and exports. The industry has a total workforce of about 182,000 directly employed in manufacturing and over 800,000 jobs in the greater supply chain. In 2023, the industry continued to be significant, with the production of approximately 775,000 vehicles, which is impressive irrespective of the disruptions in the world (Large, 2024).

The industry has an annual turnover of about 67 billion and its exports amount to over 50 billion and is one of the top export industries in UK. The United States, China, and the European Union are some of the key markets, which prove the international scope of the UK automotive companies (SMMT, 2025). The major competitive advantage of the UK industry is its premium and luxury vehicles with which it has gained a good international reputation.

The core of this segment is Jaguar Land Rover which manufactures an average of 321,000 vehicles and sells in the region of 431,000 vehicles. The company concentrates on luxury vehicles particularly the luxury SUV like Range Rover and Defender which are usually sold at prices exceeding £80,000 (Jaguarlandrover, 2025). This will enable JLR to create high revenue even with low volumes of production compared with the mass-market producers.

Nonetheless, there are several challenges that the UK automotive industry encounters. Brexit has led to a new set of trade obstacles, which have raised the administrative expenses and supply chains have complicated. Moreover, conversion to electric cars needs to be heavily invested into technology and infrastructure.

2.2 Key Firms in the Global Automotive Industry

The automotive luxury industry in the world is very competitive with few multinational corporations enjoying strong technological capabilities and being global in their market segment. Jaguar Land Rover also has direct competition with German car manufacturers like BMW, Mercedes and Audi, and Swedish Volvo (Madić, Marković and Mijušković, 2021).

BMW Group continues to be among the biggest premium automotive manufacturing enterprises worldwide, selling about 2.55 million cars in 2023 and making revenues of about €155 billion (BMW Group, 2024). In the case of Mercedes-Benz, the company sold about 2.04 million passenger cars and recorded almost 153 billion in revenues, indicating its high status in the luxury segment worldwide (Autodoc, 2025). Audi, which is a subsidiary of Volkswagen Group, sold approximately 1.92 million vehicles, with the help of innovative technological developments and good integration into the Volkswagen supply chain (Volkswagen Group, 2026).

Volvo was able to sell approximately 708,000 cars, which made it a tough competitor due to its attention to safety and sustainability. Comparatively, Jaguar Land Rover only sold about 431, 000 of vehicles meaning it had a smaller scale of operations (Team, 2025).

Nevertheless, JLR continues to lead in the luxury SUV market, despite this size disparity. Its policies are based on high pricing and brand value and not high production volumes. This will enable the company to compete effectively in a specialised market even though it is not as global as its competitors in Germany.

2.3 Competitive Positioning and Industry Dynamics

These firms vary substantially in terms of scale, strategy and industrial structure through the competitive positioning. German manufacturers are lucky to have good industrial clusters, networks of suppliers and a high degree of investments in research and development. To illustrate, BMW and Mercedes-Benz have more than 140 countries of operation, have manufacturing sites in various regions, which allows them to obtain economies of scale and access the global market (Zhou, 2024).

By contrast, Jaguar Land Rover has more than 120 markets, yet it is not disadvantaged structurally due to its dependence on the supply chains (Choudhary et al., 2022). About 60% of the automotive parts in the UK manufacturing are imported and it exposes it to currency changes and supply chain risks (Cresti et al., 2025). This dependency imposes cost pressures which are not as intense to companies that are part of more integrated industrial environments.

Technological change is another important element of competition. The car market is experiencing an electric movement and transition to digital technologies, which demands a significant investment and innovation. Other rivals like Audi and BMW

have gone largely in the electrification and autonomous driving innovations, which allow them to offer a variety of products. Jaguar Land Rover has electrified as well, with Jaguar planned to become a fully electric brand by 2025 but has not made significant investments compared to bigger players (BBC, 2021).

The issue of sustainability has placed Volvo in a strategic position as it has been keen on its sustainability, which is consistent with the changing consumer tastes. Raising consumer awareness on the environment is also beginning to impact buying habits and especially in the high-end market (Stylidis et al., 2020).

Overall, the automotive industry in the world is very competitive and quickly developing. Although the UK has some strengths relating to its luxury vehicle production and brand heritage, it is under pressure due to the growing automotive economies that are larger and more integrated. The competitive position of Jaguar Land Rover is associated with its strong brand and the structural issues of the operation in the UK environment of the automotive market.

3. Porter's Diamond Model Analysis

The Diamond Model of Porter gives a framework of analysing national competitive advantage in terms of factor conditions, demand conditions, related and supporting industries, firm strategy and rivalry as well as the role of government (Tan, 2025). By using this model in the context of the UK automotive sector one can understand the strengths of the industry in terms of manufacturing high quality products and weaknesses against other world car manufacturers like BMW, Mercedes-Benz, Audi and Volvo.

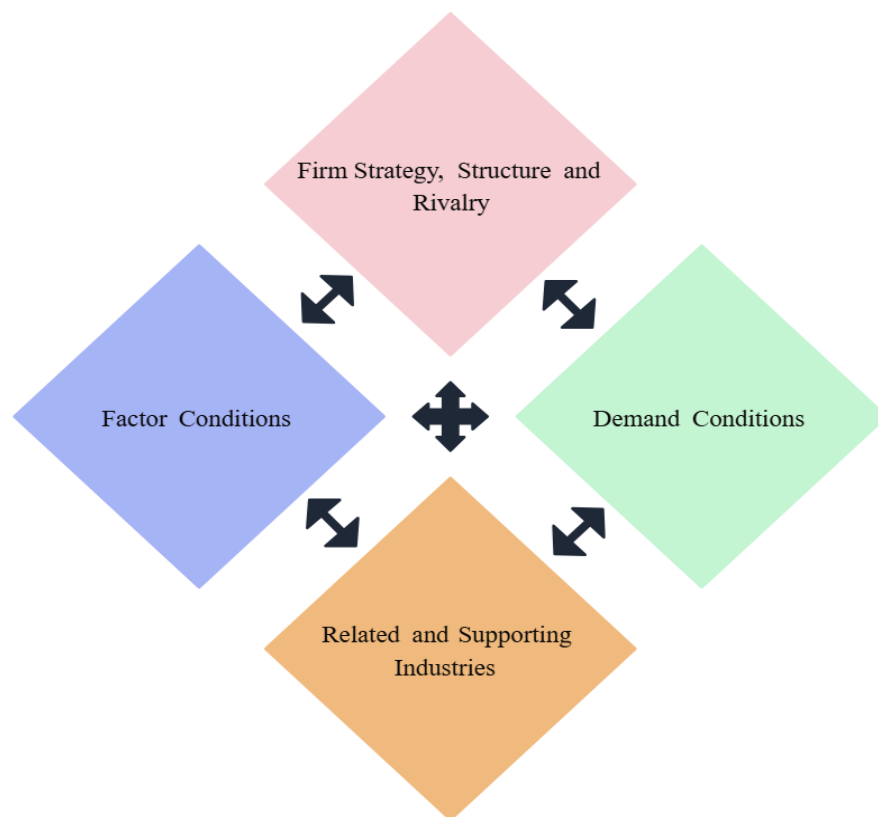


Figure 2: Porter's Diamond Model

Source: (Creately, 2026)

3.1 Comparative Framework (Five Companies Requirement)

Factor	Jaguar Land Rover (UK)	BMW (Germany)	Mercedes- Benz (Germany)	Audi (Germany)	Volvo (Sweden)
Factor Conditions	Skilled labour, high costs	Advanced engineering	Strong R&D	High-tech innovation	Sustainabilit y expertise

Demand Conditions	Strong UK luxury demand	Large global demand	Premium global markets	Strong EU demand	Eco-conscious demand
Supporting Industries	Limited supplier base	Strong clusters	Strong networks	Integrated supply chain	Green supply chain
Strategy & Rivalry	SUV-focused	Performance + luxury	Innovation-led	Technology-driven	Safety & sustainability
Government	Brexit challenges	Strong support	Stable policy	EU backing	Green incentives

3.2 Factor Conditions

UK has a good human capital especially in the field of engineering and design as there are more than 90,000 engineering graduates annually. This is conducive to innovation and quality production in companies like Jaguar Land Rover. There is also a history of high-quality automotive production in the country (Abiddin and Talha, 2024).

Nonetheless, the disadvantage is diluted by high production cost. The UK automotive industry is facing pressures on labour costs, which are about £30 an hour, which is a strain compared to other manufacturing industries. In comparison, the German companies mix the highly skilled labour and much greater investment in research and development. The amount spent by BMW on R&D is approximately between 7.5 and 8.6 billion, and by Mercedes-Benz is 8.6 to 9.6 billion, as well as Jaguar Land Rover with some 3 billion (BMW, 2019). This is the weakness that fails to give the UK an opportunity to compete at a high level in development of technology.

3.3 Demand Conditions

The domestic market in UK is also robust with an increasing need of premium cars and SUVs. This helps the strategy of Jaguar Land Rover since the products they offer are more inclined towards luxury SUVs.

Nevertheless, the demand in the world is significantly higher in German companies. BMW and Mercedes-Benz make over 150 billion in revenues, which are facilitated by international revenues in major markets like China and the United States (Laura, 2025). Comparatively, Jaguar Land Rover makes approximately 29 billion in revenue, which is its smaller extent in the world (Wise, 2024). As JLR continues to

enjoy high margins due to premium prices, the low level of demand limits its chances of competing with other companies in volume and innovation in the global arena.

3.4 Related and Supporting Industries

The automotive sector in Germany is characterised by well-established network of more than 1,000 specialised suppliers, which creates high industrial clusters, which are more efficient and innovative (Zhou, 2024). Such clusters enable companies to save money, enhance quality as well as speed up technological advancement.

The UK automotive supply chain on the other hand is not very integrated. The parts utilized in the production of vehicles in the UK are imported, thus becoming more dependent on foreign suppliers. This exposes it to vulnerabilities such as disruptions in supply and fluctuations of currencies. Consequently, Jaguar Land Rover has an increased risk in its operations activities than competitors who are running in well-established industrial environments.

3.5 Firm Strategy, Structure, and Rivalry

The automotive industry is highly competitive on the global scene. Jaguar Land Rover has implemented a niche approach based on luxury SUV, and the company has products, including Range Rover and Defender, that are located in premium markets. This is a growth strategy that aids in good brand identity but restricts diversification.

The competitors in Germany have a wider product range, which includes electric cars, luxury sedans, and performance automobiles. The fact that BMW and Mercedes-Benz work in over 140 countries with global manufacturing networks means that they can enjoy economies of scale (Mercedes-amg., 2026). One of the ways in which Volvo can be distinguished is based on its emphasis on safety and sustainability, especially the electric mobility.

Competition is very strong and this has led to innovation but has pressurized the smaller companies. Jaguar Land Rover performs well in its niche but is not as large and diversified as other bigger competitors.

3.6 Government Role

Government policy is a significant factor in developing competitiveness. The UK government has pledged in favour of the development of electric vehicles and the production of batteries. This offers chances of innovation and development.

Brexit has brought new complexities and costs though. The UK manufacturers who have been exporting to the European Union have been facing a rise in logistics costs that have led to a decrease in competitiveness of these manufacturers by approximately, 500 per vehicle (Matt, 2025). Conversely, German companies enjoy stable policy condition and the opportunity of integrated European markets.

Generally, the automotive sector in the UK shows strengths of skilled labour, high-quality manufacturing, and brand reputation. Nonetheless, it has structural drawbacks in its supply chain integration, capabilities in investments and global magnitude (Szabó and Newell, 2024). Jaguar Land Rover is not at a disadvantage as compared to German companies since it still is competitive in the luxury SUV market, however, it does not have the same advantages as the German companies, such as better industrial ecosystems and larger global markets.

4. Market Attractiveness for Jaguar Land Rover

Jaguar Land Rover (JLR), a UK-based multinational automotive manufacturer owned by Tata Motors, operates within a highly dynamic and complex international business environment. The UK auto industry has the benefit of good labour force, good infrastructure and connectivity with the world, but it is also marked by regulatory burden, economic unpredictability and high rate of technological change (Li et al., 2024). This section critically analyses the forces that determine the success of the operations of Jaguar Land Rover in the UK by assessing the political, economic, legal and cultural environment and then an evaluation of strategic opportunities and challenges.

4.1 Political Environment

Jaguar Land Rover is highly dependent on the political environment in terms of its operations and competitiveness. Brexit is one of the biggest political processes that have impacted on the automotive industry in the UK. The exit of the UK out of the European Union has altered the trade relations fundamentally, presenting the customs procedures, the divergence of regulations and complications in administration. In the case of Jaguar Land Rover that exports its cars to over 120 countries with substantial exports to Europe, the changes have added to the operating expenses and disrupted the effectiveness of the supply chain (Upton, 2025).

The automotive industries are based on the just-in-time production system with the parts crossing the borders multiple times before the final assembly. Custodial measures introduced have brought more burdens on administration and slowed down this process. It is approximated that the extra logistics and compliance expenses may add about £500 per vehicle, and price competitiveness in the European markets is going to decrease (Cecil and Kuku, 2024). This puts a disadvantage on the manufacture companies in the UK in relation to those in the European Union.

Nevertheless, chances are also provided by political factors. The UK government has come up with industrial policies that would help in promoting high-tech manufacturing and technology. The support of electric vehicle development and battery production is financed with about 2 billion pounds. The aim of these policies

is to make the UK a global leader in sustainable mobility and will offer financial incentives to companies like Jaguar Land Rover to invest in electrification (Arefin et al., 2025).

Moreover, international trade agreements influence formulating market access. The new export opportunities of Jaguar Land Rover would be presented by the attempts of the UK to form trade relations with such countries like the United States or India. Since the company is a subsidiary of Tata Motors, it has the prospect of being strategically aligned with the emerging market of automobiles in India.

Political uncertainty is one of the challenges despite these opportunities. Alterations to the government policy, trade relations and geopolitical tensions can greatly influence the international operations (Yan and Piao, 2025). Hence, the UK has a stable political environment, but the post-Brexit scenario presents complexity which Jaguar Land Rover would have to continually deal with.

4.2 Economic Environment

Jaguar Land Rover is directly affected by economic factors especially due to the nature of operation in the high-end automobiles industry. Its revenues stood at around 29 billion pounds and its profits were over two billion pounds pointing to a good financial standing (Jlr, 2025). Nonetheless, the luxury cars production is directly associated with macroeconomic factors, such as income, interest rates, and confidence of consumers.

Luxury cars which may cost more than 60,000 are normally bought by the high-income earning individuals or using finances. With a higher interest rate, the cost of borrowing goes up, making it less affordable, and possibly diminished demand (Rezzano, Filippo and Brun, 2021). The recent years have seen a strain on consumer expenditure in some of the major markets, especially in the UK, the United States and Europe, due to increasing inflation around the world and the increasing interest rates.

Fluctuations in the exchange rates are also important. A low British pound will make the UK-manufactured vehicles cheaper in the global markets and thus increase their competitiveness. It also, however, makes imported components more expensive. Currency volatility has the potential to severely affect production cost and profit

margins since around 60% of the automotive components used in the UK production are imported.

Production volatility is another key economic aspect. The automotive sector in the UK has been having its own ups and downs in terms of output where production has been affected by demand in the global market, disruption of the supply chain and shortage of semiconductors. As an illustration, monthly production in 2026 was about 68,000 vehicles indicating the unpredictability of the industry. This volatility has an impact on capacity utilisation and long-term planning (Devonshire, 2026).

Moreover, electric vehicles will have to be shifted to, which will entail a large investment. The cost of developing new platforms, battery and charging infrastructure is very capital intensive. Although Jaguar Land Rover has been able to enhance its financial performance, it still needs to invest heavily to be competitive especially when it comes to other major companies with larger financial capacities (Özdemir and Kirhasanoğlu, 2025).

Generally, the economic environment has both opportunities and threats. Global demand of premium vehicles is still high but economic uncertainty and increase in costs continue to challenge Jaguar Land Rover.

4.3 Legal Environment

The automotive industry has seen an ever tightening of legal environment, especially concerning emissions, safety, and regulatory compliance. Most governments worldwide are introducing policies that help curb the emission of carbon and encourage sustainable transportation, which has a major impact on automotive manufacturers.

Manufacturers in the European market are fined over the emission limits in excess of over 95 per gram of CO₂ per vehicle (Joinville, 2025). These laws provide good motivation to the firms to minimize the emission by designing electric and hybrid cars. In the case of Jaguar Land Rover, compliance would involve significant investments in research and development, and transformation of production.

The UK government has gone further to come up with laws to facilitate the adoption of electric cars. The intended prohibition on the sale of new petrol and diesel cars by 2035 will compel manufacturers to move towards zero-emission technologies. Such

regulatory pressure compels Jaguar Land Rover to speed up its electrification plan, such as its target to create Jaguar an all-electric brand by 2025 (BBC, 2020).

Besides the environmental laws, safety and data protection laws are also gaining momentum. The current automobiles have sophisticated digital systems, such as connectivity options and autonomous driving systems. Such innovations must be in line with cybersecurity and data protection regulations, which further complicate the operations.

Although legal regulations add to expenses and a greater complexity of operations, they also bring about innovation opportunities. The ability of the firms to adjust to regulatory requirements has been able to give the firms competitive advantage through the development of advanced and sustainable technologies. Non-conformance could, however, lead to financial fines, loss of reputation and limited access to markets.

4.4 Cultural Environment

Cultural factors can determine consumer behaviour, brand perception and demand in the market and therefore, they are very relevant to the operations of Jaguar Land Rover. The company enjoys a good brand recognition that relates to the British heritage, luxury and design excellence. It has a stronger cultural identity which increases its attractiveness in foreign markets, especially where people want to buy high quality and luxurious products.

There is a change in consumer preference in the automotive industry. Sport utility vehicles are becoming increasingly demanded and are linked to comfort, safety, and status. Jaguar Land Rover has been able to exploit this trend with models like the Range Rover and Defender having good demand both in the global market. The prices of these cars can be rather expensive, approximately over 80,000, which is indicative of their high status (Exactitude, 2025).

Meanwhile, there is a shift in cultural attitudes towards sustainability. Consumers are increasingly environmentally conscious and hence the high demand of the electric cars. Over 300,000 electric vehicles were registered in the UK alone in 2023, which means that there is a transition to sustainable mobility (Habeeb Agoro and Solomon, 2025). This is a trend that means Jaguar Land Rover needs to change its product offerings to meet the expectations of consumers.

Strategy is also influenced by cultural differences in the international markets. The size, design, and functionality of the vehicle have different preferences in the regions like Europe, North America and Asia. Jaguar Land Rover needs to pack its products and marketing strategies to suit these varied needs.

All in all, there are opportunities and challenges related to cultural factors. Although a good brand identity helps in meeting the demand around the world, the evolving consumer tastes and preferences necessitate constant change and innovation.

4.5 Strategic Opportunities

Although the external environment has been found to present the following challenges to the company, Jaguar Land Rover has several strategic opportunities which can be used to improve its competitiveness and long-term growth. The global shift to electric vehicles is one of the greatest opportunities. The world governments are encouraging low-emission vehicles, and the consumer market is rapidly adopting electric vehicles. Over 300,000 electric vehicles have been registered in the UK alone in 2023, which has shown a positive tendency in market growth (Kollewe and Topham, 2021).

Jaguar Land Rover has already started to react to this trend by pledging to become electrified. It has a clear future development as its plan to turn Jaguar into a fully electric brand in 2025 offers the necessary direction (Jolly, 2021). This change helps the company to rebrand itself as a leader in sustainable luxury to meet the regulatory demands as well as consumer needs. When done properly, electrification can enhance brand value and present new market opportunities.

The other opportunity is the expansion of markets in the globe. Jaguar Land Rover has a presence in more than 120 markets and is highly demanded in areas like China and the United States. Further expansion in the emerging markets, especially in Asia and Middle East, is an avenue to growth (Jaguarlandrover, 2019). The increase in the income level within these regions is boosting the demand of high-end cars and JLR can tap into the market to strengthen its clientele.

Another significant opportunity is the technological innovation. The automotive industry is changing in the light of the developments in autonomous driving, artificial intelligence, and connected vehicle systems. Investing in these technologies will give Jaguar Land Rover an opportunity to differentiate its products and enhance the

customer experience. Competitiveness in a technology-based market can be enhanced by the integration of digital capabilities, i.e., over-the-air updates and advanced driver assistance systems.

Moreover, the investment and development in the automotive industry is supported by the government. Investment in batteries and infrastructure can decrease the expenses over the long-term and facilitate the move to EVs (Samawi et al., 2025). The partnership with technology companies and suppliers can also make innovation and efficiency.

Generally, the strategic opportunities that can be leveraged by Jaguar Land Rover are high. The company can capitalize on its good brand, internationalization as well as technology to change in the industry and remain competitive.

4.6 Strategic Challenges

Although Jaguar Land Rover can leverage several opportunities, the company also has several strategic issues that can affect its success in the long-term. Among the key threats is stiff international competition. Companies like BMW, Mercedes-Benz, and Audi have a much larger scale of operations, producing more production and being able to invest more. Those companies spend billions on research and development, which enables them to be at the forefront in such aspects as electric cars, autonomous technology, and digital innovation.

Jaguar Land Rover has an investment of about 3 billion annually and is constrained in keeping up with the magnitude of these competitors. This provokes a technological disparity that has to be filled with the help of strategic alliances, effective resource management, and targeted innovation (Davis, 2018).

The fact that electric vehicles are very expensive to transition to is another significant obstacle. It is very costly to develop new platforms, battery systems and production facilities. Moreover, the manufacture of batteries itself is costly, with several thousand pounds each vehicle. These expenditures may decrease profitability, especially in the short-term, and augment financial risk.

Dependency on supply chains is also a major problem. Jaguar Land Rover is susceptible to the impact of geopolitical tensions, trade limitations, and currency fluctuations since it imports about 60% of its components (Bednarski et al., 2023). It

is necessary to make supply chains more resilient and guarantee stable production and cost control.

Another challenge is regulatory pressure. Environmental and safety regulations demand the ongoing investment and adjustment. It may lead to fines and loss of reputation in case of not fulfilling these standards. Simultaneously, the regulatory demands are getting more complicated, especially concerning the emissions and digital technologies.

The strategic environment is further complicated by economic uncertainty. Sales can be influenced by fluctuations in world demand, the increase in interest rates and inflation especially in the high-end segment. Since luxury cars are very sensitive to the state of the economy, a decline in the economy can severely affect income (Li, 2024).

Lastly, brand transformation is one of the strategic issues within the company. To remain sustainable and technologically advanced and yet preserve the heritage and luxury image, Jaguar Land Rover will have to rebrand its brand. This balance is a key to success in the long-term.

5. Conclusion

The report has critically examined competitiveness of the UK automotive sector with a particular reference to Jaguar Land Rover as an important multinational firm that operates in the luxury vehicle segment. The discussion revealed that UK has a high standing in the production of high-end automobiles which is supported by high quality of labour, brand name and global market access. Nonetheless, the use of the Porters Diamond Model has revealed constraints of the structure especially in terms of supply chain integration, scale of production and investment potential compared to the leading competitors like BMW, Mercedes-Benz and Audi.

The PESTEL analysis also indicated that Jaguar Land Rover is in a very complicated external environment. The political forces especially Brexit have brought complexities to trade and raised the cost of operations. Factors such as inflation and interest rates are still affecting the demand of luxury vehicles. Meanwhile, the shift to electric mobility is being hastened by legal and environmental demands and involves a significant investment and strategic adjustment. Market expectations are also transforming due to cultural changes in consumer preferences, especially, the increasing focus on the sustainability.

Despite these challenges, Jaguar Land Rover has significant opportunities in electrification, technological innovation, and global market expansion. The high brand recognition and excellent positioning give it a good foundation towards growth in future. In general, the long-term competitiveness of the company will be determined by its capability to strike a balance between innovation, cost control, and strategic responsiveness to the fast-changing global automotive industry.

Section 2: Reflective Account Using Gibbs' Reflective Cycle

This reflective discussion is an assessment of the procedure I used in conducting the research, analysis, and writing of the report on the UK automotive industry and Jaguar Land Rover. The structured framework of Reflective Cycle developed by Gibbs (1988) will be utilized to critically reflect on the experience, including description, feelings, evaluation, analysis, conclusion, and action plan.

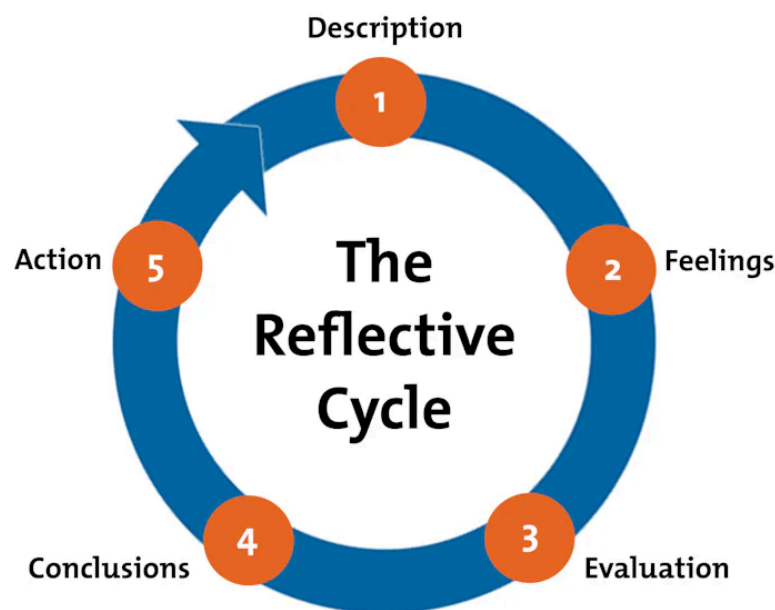


Figure 3: Gibbs' Reflective Cycle

Source: (Gibbs, 1988)

1. Description

This assignment involved the analysis of UK automotive industry in terms of the Diamond Model of Porters and the analysis of Jaguar Land Rover in PESTLE framework. The country of the main multinational company that I chose was the UK and the company was Jaguar Land Rover. I then gathered information in academic journals, industry reports and company publications to make sure that it was reliable.

Once the information was collected, I organized the report into major sections, which included the introduction, industry overview, Diamond Model analysis and PESTLE analysis. I made sure that numerical data, i.e. production levels, revenue, and

employment levels were provided to back the analysis. Lastly, I went through the report to enhance readability, organization and scholarly style.

2. Feelings

The initial stage of the assignment was a time of confusion on how to handle the analysis, especially in applying theoretical models like the Diamond Model of Porters in a practical situation. Another issue that I felt was that being able to select relevant and reliable data to drive the arguments, because the need to incorporate numerical evidence was complexifying the issue.

My confidence was slowly built as the research went on. I felt more at ease in determining the sources that were relevant and how to relate theory to practice. Nevertheless, I could not easily critically analyse the information instead of describing it. At the writing phase, I was more assured of how to organize the report, but I still was careful enough to be able to make sure that my analysis was at the level of postgraduate.

At the conclusion of the process, I was pleased that I was able to combine theory and data; however, I was aware that I could keep on developing my critical analysis in certain areas.

3. Evaluation

The experience of doing this assignment was positive and challenging in general. A broad selection of sources, such as academic literature and industry data, were one of the main strengths of my approach. This has enabled me to back my arguments with evidence and come up with a better analysis.

The other strength was that the writing of the report was done in a structured manner. Adherence to assessment guidelines aided in the inclusion of all the necessary sections and logical organisation of the assessment. The application of models like the Diamond Model by Porter and PESTLE also gave a clear outline on how issues that are complicated can be analysed (Rashid, 2023).

Nonetheless, my approach had its flaws as well. Sometimes my analysis took a descriptive, but not critical nature, especially where I had to provide an explanation of industry trends. Another challenge that I encountered was the challenge of juggling between the use of numerical data and critical discussion. In other

instances, I paid more attention to the presentation of data as opposed to explaining its meaning.

Time management was another challenge. Gathering appropriate data and making sure that it is accurate took a lot of time and this did not provide the time to reflect and make some amendments (Gilberto, 2025).

4. Analysis

The completion of this assignment also brought to the fore the critical thinking in academic work. The presentation of information alone is not adequate at the postgraduate level but one has to assess, compare and interpret data to come up with meaningful insights.

I found the application of Porters Diamond Model in comprehending how national factors play out in the competitiveness of an industry. This comparison helped me to pinpoint the areas where the UK automotive industry was doing well and those areas that it needs to improve on. Likewise, the PESTLE analysis offered an in-depth model to analyze the external forces impacting Jaguar Land Rover (Habiburrahman et al., 2025).

Among the key lessons learnt was the need to combine theory with data in the real world. The fact that numerical data was included made the analysis credible, but had to be interpreted carefully. As an illustration, the production data and revenue data had to be connected to the industry data and trends and the competitive force.

The other consideration was the reliability of the sources. The information in academic journals and industry reports was more credible than that of general websites (Scharrer et al., (2025). This highlighted the need to assess the quality of sources when undertaking research.

5. Conclusion

To sum up, the assignment was able to offer me some valuable experience of the subject matter and the academic research and writing process. I have gained an improved insight on how to use theoretical frameworks to business scenarios and on how to justify arguments using data.

Although I managed to create a well-structured and evidence-based report, I can work on the critical analysis and time management. I realise that I should shift the

focus of my writing to descriptions and delve deeper into the content by challenging the assumptions and looking at the other side of the coin.

All in all, this experience has developed my research, analytical, and academic writing skills, which is crucial in post-graduate study and the development of my future career.

6. Action Plan

To sum up, the assignment was able to offer me some valuable experience of the subject matter and the academic research and writing process. I have gained an improved insight on how to use theoretical frameworks to business scenarios and on how to justify arguments using data.

Although I managed to create a well-structured and evidence-based report, I can work on the critical analysis and time management. I realise that I should shift the focus of my writing to descriptions and delve deeper into the content by challenging the assumptions and looking at the other side of the coin.

Overall, this experience has developed my research, analytical, and academic writing skills, which is crucial in post-graduate study and the development of my future career.

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