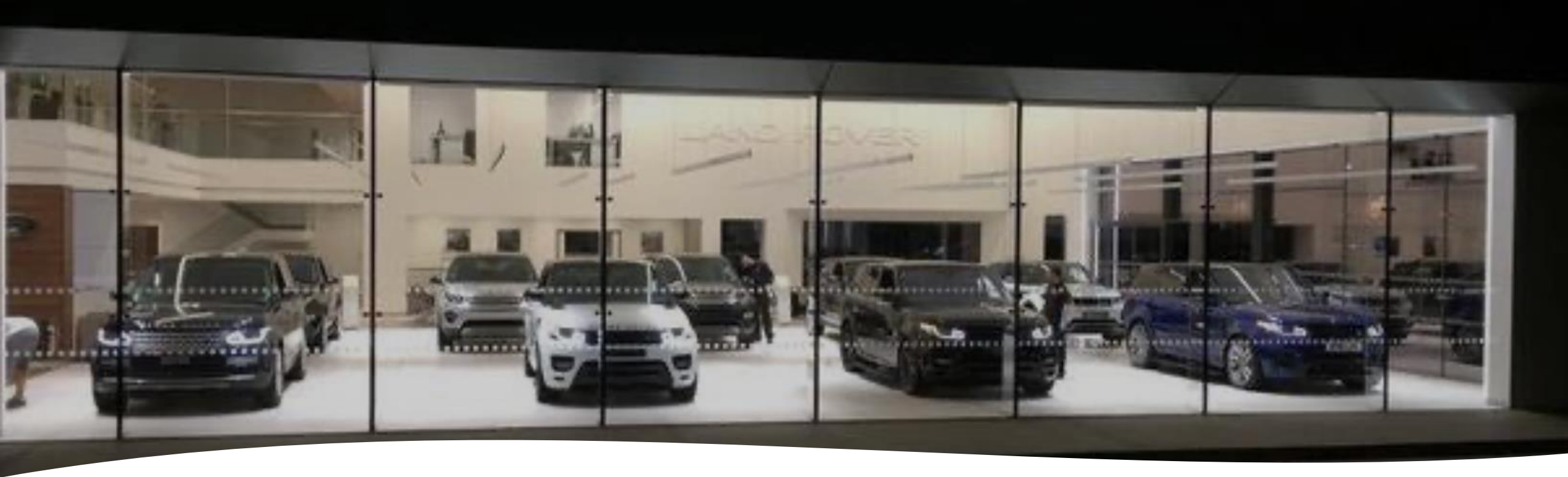


A photograph of a modern Jaguar Land Rover dealership building with large glass windows and a sign above the entrance. Two white cars, a Jaguar F-Pace on the left and a Land Rover Range Rover on the right, are parked on the paved area in front of the building. The scene is set during the day with some trees and a clear sky in the background.

Jaguar Land Rover: Company Overview

David-Cosmin Lungu- 2314067



Introduction

- Luxury car company known around the world for Range Rover, Defender, Discovery, and Jaguar
- Since 2008, Tata Motors (India) has owned it.

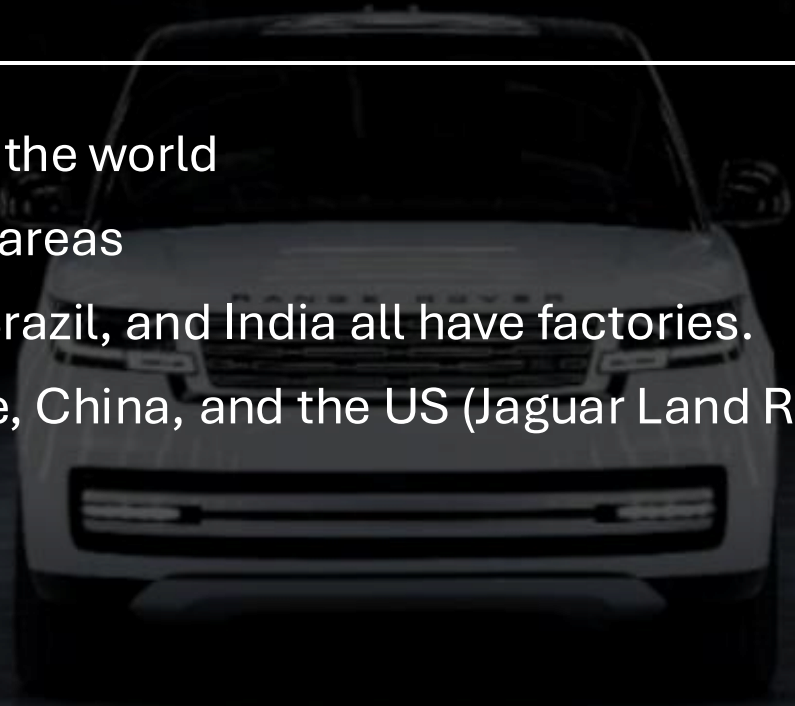


Background of the Company

- Established: 2008 (when Jaguar and Land Rover merged under Tata Motors)
- Main office: Whitley, Coventry, UK
- Heritage: More than 70 years of making cars better
- A company that is related to Tata Motors and is part of the Tata Group (Cottrell, 2023; Jaguar Land Rover, 2024)



Size, Construction and presence in the market

- 40 000 employees around the world
 - Working in more than 130 areas
 - The UK, Slovakia, China, Brazil, and India all have factories.
 - Firm grip in the UK, Europe, China, and the US (Jaguar Land Rover, 2024)
- 

Performance and annual revenue



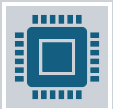
£29 billion in sales (2023)



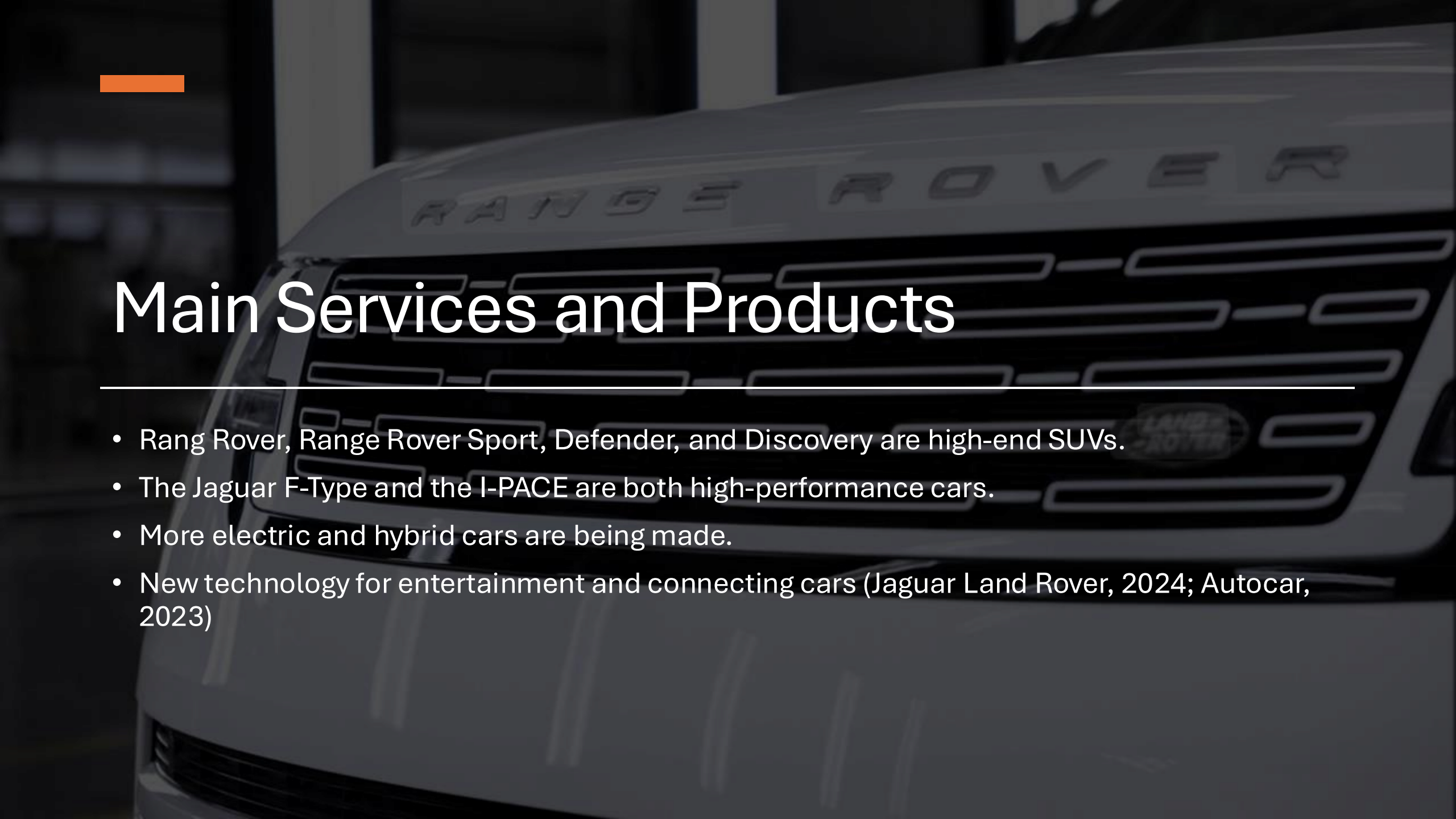
Sales around the world: ~431,733 cars (2023)



Heavy rise in the EV and hybrid markets



Still recovering from a lack of semiconductors (Tata Motors, 2024)



Main Services and Products

- Rang Rover, Range Rover Sport, Defender, and Discovery are high-end SUVs.
- The Jaguar F-Type and the I-PACE are both high-performance cars.
- More electric and hybrid cars are being made.
- New technology for entertainment and connecting cars (Jaguar Land Rover, 2024; Autocar, 2023)

New Ideas and globalization

- Link plan to "reimagine": switch to electricity by 2030
- Spending money on self-driving and AI tools
- Partnerships and the global supply line are growing.
- (Jaguar Land Rover, 2024) Pay attention to ecology and carbon neutrality.



In conclusion



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Introduction Of Business.

LCBB40014- By Ophelia Thomas- 2436223.

2314067- David Cosmin Lungu.

2332549- Alexandru- Alih Odobescu.

2509298- Jaskirat Singh.

Introduction.

This powerpoint presentation will discuss Swot Analysis on how JLR business runs. Firstly understanding the differences of internal and external in and out of the environment which we analyse an understanding of the components or nature, organisational for culture successful businesses and different forms of organisations in public and private sectors, key functions i,e finance and accounting along with integrated environment. How ever looking at the importance of threats, opportunities, strengths and weakness also what makes businesses successful with the services that they provide to the public.

Swot Analysis

Swot analysis is about strengths, weaknesses, opportunities and treats. These 4 areas explains the advantages and disadvantages of a company internal and external factors. Internal factors are strengths and weaknesses while external factors are opportunities and threats. Comprehensive understanding is a situation to develop effective strategies and make informed decisions for future success which this is the purpose of Swot analysis is. Understanding the business environment internal is within the control of organizations and external is a force outside of the organizations, businesses refer organized work of individuals aim to provide and produce services and goods, therefore it meets the needs within the people in society (Needle and Burns, 2019).

Strength internal factors provides organizations with a competitive advantage which helps organizations leverage there advantage. Organization strengths are reputation, strong brand, efficient processes, skilled workforce and proprietary. Weaknesses internal factors are seen as barriers to improve organizations competitive position or performance also recognizing weaknesses is crucial, been able to address improving organizations and internal challenges which overall is effectiveness. How ever this can be poor management for the organization of high employee turnover, outdated technology, low quality and insufficient resources.

Swot Analysis

Opportunities of external factors is the businesses environment that can leveraged growth and success. Identifying opportunities helps organizations seize potential advantage. Emerging markets changes the consumers preferences technological advancements new partnerships or favourable government policies. This links with the external factors of threats, which are challenges and risks of the organization, competitiveness pressures economic downturns, natural disasters and regulatory changes.

Swot Analysis of the Internal and External Environment of (JLR)

The (JLR) analysis of internal and external is broken down in principles of:

- . Leadership
- . Effectiveness
- .Accountability
- .Stakeholder Relationships.

According to “jagular Land Rover”(2024). They continue to assess director independence and skills adapting their ever-envolving global crucial relationships with open responsible engagement and dialogue.(www.jlr.com/governance). JLR's priorities leadership through high-quality, rigorous strategy, decision-making and accountability this is supported on behalf of the Broad and Executive committee.

To help Stakeholders businesses grow they hold events throughout the year which open dialogue with important stakeholders, maintaining casual relations with investors and shareholders is crucial for achieving their aims.

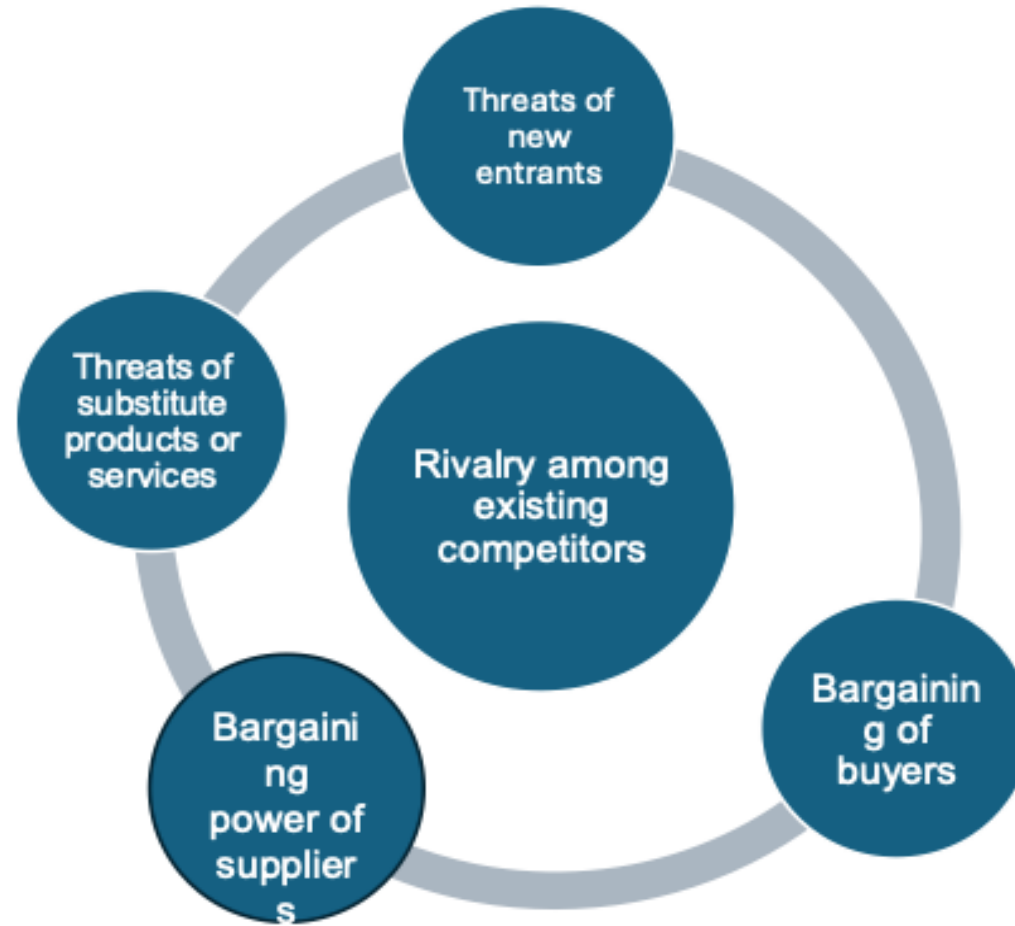
Accountability- is the effective risk management which are central achieving for strategic objectives which are embedded individual of responsibility.

Effectiveness- it includes by ensuring that (JLR) have the right structure for globally envolving business. Continuing to evaluate a balance of skills, knowledge, experience and independence of directors.

Leadership- (JLR) rigorously perform responsibility, challenge of strategy and accountability ensuring that decisions they make is the highest quality.

The company is part of the larger Tata group and the service provides access to resources and expertise in areas like technology and sustainability. (JLR) internal systems also covers for areas like corporate audit and well-being, the external aspects also involves suppliers, competitors, regulators, wider tata group and international trade deals.

Internal and External Environment Assignment



Conclusion



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Introduction

2332549- Alexandru Alin Odobescu

PEST Analysis :

Political: Trade policies: Import/export tariffs on batteries and car components can affect production costs and global supply chains.

Economical: Battery costs: Declining lithium-ion battery prices lower manufacturing costs, making EVs more affordable.

Social: Changing lifestyle trends: Younger generations show higher interest in eco-friendly and tech-driven vehicles.

Technological: Battery innovation: Advances in solid-state batteries improve range, charging time, and safe

- **Impact of Globalization**

- **Global Supply Chain:**

- Globalization allows EV companies to source parts and materials (like lithium for batteries or semiconductors) from around the world.

- **Market Expansion :**

- Trough globalization, EV manufactures can sell their vehicles in multiple markets. Jaguar Land Rover have expanded production and sales into Europe ,North America and Asia, increasing revenue and brand recognition worldwide.

- **Technology and Knowledge Transfer**

- Glogal partnerships enable the exchange advanced technologies. Companies like Jaguar Land Rover collaborate internationally on battery technology and autonomous driving innovations. This accelerates innovation across borders.

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STUDENT ID : 2509298

Reimagining Luxury: Jaguar Land Rover's Path in an Era of Disruption

A Strategic Analysis on Innovation, Sustainability, and Future Prospects



Introduction: The Changing Automotive Landscape



- The Influence of Innovation
- AI, Automation, and Autonomous Driving
- Electric Vehicles & Sustainable Tech
- Digital Experience: Infotainment & Connectivity
- Strategic Recommendations
- Partnerships & Investment
- Supply Chain Localization • Sustainability Strategy.

The Influence of Innovation AI, Automation, and Autonomous Driving



- **Current State & Application:**
- **Production:** JLR uses AI and robotics in their state-of-the-art facilities (e.g., the Electric Propulsion Manufacturing Centre). This improves precision, quality control, and efficiency.
- **Vehicles:** Features like ClearSight Ground View and Advanced Driver Assistance Systems (ADAS) are the foundation of their autonomous journey.
- **Future Vision & Impact:**
- "Hands-off, eyes-off" autonomy on predefined routes is the goal for luxury, stress-free travel.
- **Strategic Importance:** For JLR, autonomy isn't just about driving; it's about redefining the luxury cabin experience. It creates a mobile office or lounge, enhancing the value proposition for their clients.

Development of EVs, Battery Swapping, and Sustainable Tech



- The Electric Revolution: · JLR's "Reimagine" strategy commits to becoming an electric-first manufacturer by 2030. · Jaguar will be entirely electric by 2025.
- Launch of the Jaguar I-PACE and upcoming electric Range Rover models.
- Battery & Tech Strategy:
- Focus on **Proprietary** Battery Tech: Investing in next-gen battery packs for longer range and faster charging, crucial for luxury EVs.
- Battery Swapping? Likely not a primary focus. JLR's strategy is centered on ultra-fast charging networks (partnering with providers) which is more aligned with the premium ownership experience.
- Sustainable Materials: Use of ECONYL® regenerated nylon and responsibly sourced leather.

In-Vehicle Infotainment, Over-the-Air (OTA) Updates, and Connectivity



- **The Digital Cockpit:**
- **Pivi Pro Infotainment :** A key selling point. Fast, intuitive, and with embedded SIM for always-on connectivity.
- **The Game Changer: Over-the-Air (OTA) Updates:**
- **What it means:** JLR can update software remotely, adding new features, improving performance, and fixing bugs without a dealership visit.
- **Strategic Impact:**
- **Enhanced Customer Loyalty:** The car improves over time.
- **New Revenue Streams:** Potential for subscription services for premium features, advanced autonomy, or personalized experiences.
- **Data Insights:** OTA provides valuable data on how customers use their vehicles, informing future development.

JAGUAR VEHICLES



Jaguar XF – Executive Car and estate



Jaguar XJ – Luxury Car



Jaguar XK – Grand Tourer

LAND ROVER VEHICLES



Land Rover Defender – Off Road Vehicle



Land Rover Freelander – Compact SUV



Land Rover Discovery – Mid Size SUV

TOP MANAGEMENT



Ian Callum, Jaguar
Design Director



Dr Ralf Speth, CEO,
Jaguar Land Rover



Phil Popham, Jaguar
Land Rover Group
Marketing Director

In-Vehicle Infotainment, Over-the-Air (OTA) Updates, and Connectivity



- **The Digital Cockpit:**
- **Pivi Pro Infotainment:** A key selling point. Fast, intuitive, and with embedded SIM for always-on connectivity.
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- **Data Insights:** OTA provides valuable data on how customers use their vehicles, informing future development.

Strategic Partnerships and Innovation Investment



- Recommendation 1: Forge Strategic, Non-Traditional Partnerships.
- Why? JLR cannot develop all tech in-house. Partnerships accelerate innovation.
- Examples:
 - Tech Giants (e.g., NVIDIA, Google): For AI, autonomous driving compute, and AI-powered digital assistants.
 - Battery Tech Companies: To secure supply and develop superior battery chemistry.
 - Software & Connectivity Firms: To enhance the Pivi Pro ecosystem and cybersecurity.
- Recommendation 2: Double Down on R&D Investment.
- Focus spending on core brand differentiators: luxury EV platforms, bespoke audio experiences, and unparalleled off-road capability in an electric world.

Localization of Supply Chain



- **The Challenge:** Global supply chain disruptions and geopolitical tensions.
- **The Recommendation:** Strategic Localization & Near-shoring. • **Action Plan:**
 - **1. Establish EV Battery Gigafactories in Europe/UK:** Reduce dependency on Asian markets and lower logistics costs/carbon footprint.
 - **2. Diversify Semiconductor Sourcing:** Build direct relationships with chip manufacturers to secure supply for critical components. • **Benefits:**
 - **Increased Resilience:** Less vulnerable to global shocks.
 - **Faster Production Cycles:** Shorter supply lines.
 - **Positive ESG Story:** Lower emissions from transportation.

Sustainability Strategy: Beyond the Tailpipe



- JLR's Goal: Carbon Neutral across Supply Chain, Products & Operations by 2039.
- Recommendations to Amplify this:
 - 1. Transparent Lifecycle Tracking: Use blockchain to provide customers with a carbon footprint report for their specific vehicle.
 - 2. Circular Economy Leadership:
 - "Second-Life" EV Batteries: Create a business unit for repurposing used EV batteries for grid storage.
 - Robotic Disassembly: Invest in AI-powered robots to efficiently disassemble end-of-life vehicles and recover high-value materials.
 - 3. Bespoke Sustainability: Offer a "Carbon Neutral" trim level where the premium paid directly funds certified carbon-capture projects.

Conclusion : Key Insights and Strategic Positioning



- Key Insights:
 - 1. The definition of luxury is shifting from horsepower to software power and sustainability.
 - 2. JLR's strength is its iconic brands; technology must enhance, not dilute, this heritage.
 - 3. The future revenue model includes vehicle sales + software/service subscriptions.
- Strategic Positioning for JLR:
 - Position as "Modern British Luxury": A seamless blend of timeless design, cutting-edge technology, and responsible craftsmanship.
 - Differentiate through "Electrified Capability": Be the undisputed leader in electric off-road luxury.

Future Prospects and Summary



- Future Prospects:
- Short-Term (2025): Successful launch of electric Jaguar portfolio and next-gen electric Range Rover.
- Mid-Term (2030): A fully digital, software-defined vehicle lineup with Level 3+ autonomy as an option.
- Long-Term (2039+): A net-zero carbon enterprise, a benchmark for circular manufacturing, and a leader in the sustainable luxury goods sector.
- Summary:
- By aggressively embracing EVs, digitalization, and strategic partnerships, while anchoring its strategy in a genuine and innovative sustainability plan, Jaguar Land Rover is not just adapting to the evolving industry—it is poised to lead the redefinition of luxury for the 21st century.

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THANK YOU

