

UNIVERSITY OF WALES TRINITY SAINT DAVID
BACHELOR OF ARTS: BUSINESS MANAGEMENT, LEVEL 4
MODULE TITLE: COMMUNITY ENGAGEMENT
MODULE CODE: LCBB4002

ASSESSMENT 1

VOLVO'S SOCIETY

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London, 2020

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VOLVO'S SOCIETY

Introduction

The world's environmental problems are problems for every inhabitant of the planet Earth. Environmental and air pollution are problems that we need to think about seriously. The automotive sector is one of major detrimental impact on nature. But the company Volvo has a clear strategy on how to change that. By investing in its projects to reduce harmful emissions, the use of recyclable materials, electric motors and production powered by green energy. Named one of the most ethical companies in the world for the third year in row.

In 1927 Gothenburg, Sweden was established company Volvo as a subsidiary of the ball bearing manufacturer. The trademark Volvo which in Latin mean "I roll", began producing cars with a strategy that has survived until today. Following his ideas, he has soon defined as a reliable and safe brand of motor vehicle. The number one goal of the Swedish manufacturer is to reduce the number of victims injured in a traffic accident. With just one of their innovations, Volvo is proud to have saved around one million people.

Volvo stakeholders:

The Volvo stakeholders are government, suppliers, investors, local communities, employees, academia, customers, environmental associations, dealers, private opinion leaders, industry network, industry and customer associations and media.

Good communication with stakeholders provides guidance on where to grow your business. According to the company, attracting customers or business partners from stakeholders is considered a great success. The connection between them is mainly through the media, the company has created an email. Volvo relies on an open dialogue with key stakeholders and through conferences, interviews, surveys and analyzes. Following the strategy for communication with stakeholders, the Swedish brand receives important information. Information on where to direct their research, innovation and production. In this way they learn about the desires and problems of society. How can they take a better position in the market, responding to the wishes of society. One of the best practices for community engagement is to be on good connection to the local community. Thus, the assistance received will be completely adequate.

Volvo has a special solution for its employees. Their vision is to minimize accidents at work. The measures that came into force with training, safety talks and increased knowledge of mental and physical health. In addition, a control system has been set up to ensure health and safety at work.

Education:

Vocational training stimulates employment and creates significant value. Volvo supports vocational training programs at the local level, in areas where it is needed. This includes setting up schools and providing vehicles and components to support the learning process. Higher technical education is assisted by Volvo, they owned the Gothenburg Technical College.

The safest and most reliable car brand

All living organisms on the planet live in groups that share a common position, origin and interests. Each group follows its own principles, norms and desires. The protection of the members of the group comes at first place. The smallest unit of a group in society is the family. The thesis of collective protection, or in other words family care is most strongly affected there. This means that everyone takes care of others and tries to contribute to the well-being of their loved ones through constant action. It is exactly the policy of the Volvo car brand, which puts the safety on first place. Volvo's motto is „We protect what is important to you“. In all institutions of mass practice there is inclusion and engagement of the individual members. While Volvo thinks not only about its own team, but also about each of their customers.

Volvo's concept has not changed since the company was founded. In 1959, they invented the three-point seat belt and began using it in their cars. Their first good example to society is not patenting the three-point seat belt so that all other car manufacturers can use it. Volvo saving millions of lives, in this way. For me this is clear example of united thinking and care for humanity. Obviously, Volvo does not put the profit first, on the contrary, they have put responsibility for man on pedestal. If all the company followed this philosophy, the planet earth would be one cleaner and better home.

Each car can offer you to move from point a to point b, as well as Volvo, but what it can offer you as a plus is greater security. Volvo's goal is to attract customers with ordinary needs. Volvo doesn't have a super sporty two-seater coupe, also doesn't have a car with too much horsepower. Volvo offers reliable, comfortable and safe family cars. Target group are family people, people who love simplicity in things, who work long hours. In fact, every customer can join the Volvo community because Volvo cares about each of them. What exactly is a society – a group of people united by location, ideas and problems. The law of aid, from person to person is applicable in society. The help that everyone needs in case of problem. Volvo's first principle is not to cause problems. Volvo is like a friend who would always help you and would never leave you.

As a successful marketing strategy, every business has to find its own niche. For Volvo, this is safety. From the very beginning until today, the company has been following its strategy. Today, the word safety stands next to the brand name. This is the first association a person hears of a brand name. In many countries, their cars win awards as a model of the year. In its most widely used Volvo is chosen for the family car. Offering simplicity, reliability and safety. As an advertisement from

brand use filming safety tests, as they are also called crash test. Thus, they show the basis of their activity of research, collecting and processing of data on road accidents. Moreover, the company has a special department that is responsible for going to the scene and investigating the cause and consequences after car accident Volvo knows that research and data collection is the way to new innovations because they have been doing so far 60 years. And they do it completely successfully.

Future plans of company

Planet Earth is facing major global problems caused by man. We are all participants in pollution, which is detrimental to nature. Global warming is one of the main consequences of human harm and most of the exhaust fumes of millions of cars around the world. Global social responsibility must affect us all, yet we are united by living on one planet. The problems get worse with the time and it may be too late, so everyone should think about how it can be useful to nature. This is exactly what Volvo thinks, as can be seen from their future projects.

One of the future steps is to reduce the harmful emissions of internal combustion engines. This can be optimized by ending the use of this old technology. The future is in electricity and renewable energy sources. For me, this is completely the proper development of car building, I even think there is a delay. Even more, electric cars offer more power, more torque, more modern equipment and more environment friendly driving. Volvo is already producing its full range of 2020 cars in all-electric and hybrid models. This is clear strategy for concern for the nature and the community. Volvo's plans are for 50% of their production to be electric cars by 2025, and the rest to be hybrid. Let's keep in mind that switching to electric cars these days is difficult. They have one drawback and that is the low mileage compared to the distance traveled with a single tank of fuel. Another problem is the small network of electric charging stations, which makes traveling on long distances unpleasant. But through the wider use of batteries, the technology will improve in near future.

From the future projects of the company we can see their clear position and responsibility to society. We see that over the years have always tried to progress and it will not stop. In the past they took care of the safety of their customers, now they are broadening their horizons. The care is growing globally, showing that they care about the air that each of us breathes. Moreover, Volvo implements a system for filtering and purifying the air in the car interior. Their global and local policy for the useful life of man is strongly expressed.

Volvo intends to impose a speed limit on all new cars produced from 2020. Volvo cars believes that this will support their strategy and favor its responsibility as a world leader in safety.

The Swedish carmaker has expanded in all directions, but the foundation has remained. Volvo says: "We protect what is important to you". They think about all

aspects of the protection of man and nature. Each of their steps is filled with previous experience, knowledge and meaning. As an organization, their contribution to society is significant because they have practices for their own structure but also for everyone else. A complete idea lined both inside and out.

SWOT analysis:

Strength – High customer satisfaction, including: service, reliability and successful implementation of new technologies. Customers are satisfied with the quality and reliability of the cars which have been tested in severe conditions of the harsh winter. Cars are often the preferred ones for families. The strength of Volvo is the smart technology and safety implementations.

Weakness – The lack wide production range gives an advantage to the competitions. Cars are not available in groups of – two seated small cars, sport cars and buses. Unlike leading car brands, Volvo does not have a full range of cars to meet all customers needs. This can be solved by filling in the missing models. In this way they will gain a larger market share.

Opportunities – New smart technologies will drive Volvo forward to become more competitive and gain more income. Volvo needs to invest more time and money to develop better technological applications. All-electric long range and self-driving cars are the way to go.

Threat – Intense competition from other car manufactures that have a strong position.

Conclusion

Volvo is definitely a well-oiled machine – a closer process. Everything in the company is very well thought out. The company has good practices on stakeholder engagement, education programs, road safety and future plans. What is the basis of community engagement? – man. Volvo's philosophy has always been to put people above everything else. Creating innovation for a safer, cleaner and more enjoyable future. That's why Volvo is community engagement company. Let's all think about the good example of Volvo and what is most important in our lives.

References:

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