Slide 1



Slide 2



The key message for our internal and external stakeholders is that the automotive industry is undergoing a significant transformation toward electric and hybrid vehicles. As a company, we must align with these trends to ensure long-term success and sustainability.

For internal stakeholders, this means realigning our focus and capabilities toward new vehicle technologies and solutions that meet evolving consumer preferences."

For external stakeholders, our move into the EV and hybrid vehicle market demonstrates our commitment to sustainability, which will positively impact both our brand and profitability.

This is an opportunity not just to stay relevant, but to lead in the green revolution within the automotive industry

Slide 3



Let's begin with a summary of the research we've gathered, which highlights the key trends in the automotive industry.

As shown in the data, electric vehicle sales are projected to rise rapidly, from just 2% market share in 2020 to 30% by 2030, which reflects growing demand and government incentives."

Meanwhile, hybrid vehicles are also expected to grow, although more slowly, reaching a 17% market share by 2030.

The decline of gasoline vehicles, from 88% in 2020 to 53% by 2030, shows a clear shift towards more sustainable transportation solutions.

These trends support our decision to diversify into the EV and hybrid vehicle component market, positioning us to capitalize on this growth.

Slide 4



Here, we can visualize these trends through the stacked bar chart, which demonstrates the projected shift in vehicle sales from 2020 to 2030.

As we can see, electric vehicles are expected to experience significant growth over the next decade, while gasoline vehicle sales are projected to decline steadily.

This visual reinforces the point that the market is shifting away from traditional gasoline vehicles and toward greener, more sustainable technologies like electric and hybrid vehicles.

Our company must be proactive in this transition to take full advantage of the opportunities presented by this market shift.

Slide 5



In addition to the quantitative data, we also have qualitative insights into changing consumer preferences.

Fuel efficiency and sustainability have emerged as top priorities for consumers, with 35% of consumers prioritizing fuel efficiency and 30% valuing sustainability.

Advanced technology, such as autonomous driving and infotainment systems, is also in demand, with 20% of consumers looking for these features.

Customization options, including vehicle design and personalization, have become increasingly important, indicating a shift toward more personalized, tech-driven vehicles.

These preferences further reinforce our strategy to enter the EV and hybrid market, as these vehicles align perfectly with consumer demands for sustainability and advanced technology.

Slide 6



Based on the research, we can confidently state that the likelihood of success in entering the EV and hybrid vehicle market is high.

Technological advancements, especially in battery efficiency, are making EVs more practical and affordable for consumers.

Government policies are also favorable, with incentives and regulations pushing for cleaner vehicles.

Finally, consumer demand for sustainable, fuel-efficient, and high-tech vehicles continues to grow, ensuring that there is a ready market for our products.

In short, the combination of these factors creates a highly favorable environment for diversification into this sector.

Slide 7



Transitioning into the electric and hybrid vehicle market will have significant impacts on both our internal operations and external relations.

Internally, we will need to adjust our product development strategies and invest in R&D focused on electric and hybrid technologies. This will require new talent and training for our existing workforce."

Externally, this move positions our company as a leader in sustainability, which will enhance our brand reputation and attract new customers who prioritize eco-friendly products.

Additionally, we may establish strategic partnerships with other players in the green-tech and automotive sectors, strengthening our position in the market.

Overall, this transition will help future-proof our company and ensure long-term success.

Slide 8



To move forward with this diversification strategy, I recommend a phased approach.

In the short-term, we should focus on investing in R&D and building partnerships with key players in the EV and hybrid vehicle sectors.

In the medium-term, we need to revise our marketing strategies to highlight our commitment to sustainability and fuel-efficient technologies.

Long-term, we should expand into international markets where EV adoption is growing rapidly and continue to innovate with cutting-edge technologies.

This approach allows us to establish a strong foundation in the EV market while ensuring sustained growth and competitiveness.

Slide 9



In conclusion, the data supports our strategic decision to diversify into the electric and hybrid vehicle market.

This move will allow us to capitalize on growing consumer demand, technological advancements, and favorable government policies.

The next steps involve finalizing our budget allocation, developing our roadmap for entering the EV sector, and ensuring our teams are equipped to lead in this new market."

By following these steps, we will position ourselves as leaders in the green revolution and continue to thrive in a sustainable automotive future.

Slide 10



The rationale behind these recommendations is clear. The automotive industry is undergoing a fundamental shift, and early adoption of electric and hybrid vehicle technologies will position our company as an industry leader.

Technological advancements are reducing the cost of EVs, while government policies are actively supporting the transition toward greener vehicles.

By focusing on sustainability, fuel efficiency, and advanced technology, we are responding directly to consumer demand, which is a key driver of success.

These recommendations not only align with market trends but also set our company up for long-term profitability in a rapidly changing industry.

Slide 11

