**Business Analysis Report**

**Introduction**

This project aims to assist a local electric vehicle parts company in establishing an independent online shopping system to accommodate the rapid growth of the electric vehicle industry. Prior to formally developing this platform, I will conduct an analysis of the electric vehicle parts market in New Zealand and leverage the knowledge gained from my business analysis course to provide further insights into this project. In this report, I will analyze the development trends in New Zealand and globally regarding sustainable development and carbon emission reduction, the advantages and potential of electric vehicle parts shopping websites, the advantages of an independent website, and the benefits of integrating appointment-based electric vehicle servicing and maintenance into the platform. I will reference official data and highlight differences in the design of other electric vehicle parts stores while providing my personal insights.

**EV industry prospects**

As widely known, electric vehicles (EVs) are poised to be the future of the automotive industry. With increasing environmental awareness among both individuals and governments, the EV market has seen significant growth in recent years. By 2027, the global electric vehicle market is projected to reach $802.81 billion, with a compound annual growth rate of 22.6% from 2020 to 2027. This represents enormous opportunities for businesses in the industry. For instance, Renault aims to achieve carbon neutrality in Europe by 2040 and globally by 2050, while Volkswagen Group's electrification drive focuses on launching nearly 70 electric vehicle models by 2025 with plans to sell over 3 million electric vehicles annually (Ben Whittacker-Cook).

In December 2021, electric vehicles accounted for 17% of all new car sales in New Zealand, with the Tesla Model 3 being the best-selling fully electric vehicle, selling 619 units (Ben Whittacker-Cook).

As widely recognized, electric vehicles (EVs) are considered the pathway to the future of the automotive industry. Due to strengthened environmental awareness among both individuals and governments, the electric vehicle market has witnessed significant growth in recent years. By 2027, the global electric vehicle market is projected to reach $802.81 billion, with a compound annual growth rate of 22.6% from 2020 to 2027. This signifies immense opportunities for businesses in the industry. For instance, Renault aims to achieve carbon neutrality in Europe by 2040 and globally by 2050. Meanwhile, Volkswagen Group's electrification strategy focuses on launching nearly 70 electric vehicle models by 2025, with plans to sell over 3 million electric vehicles annually. (Source: Ben Whittacker-Cook)

A graph of electric vehicles

Description automatically generated

Chinese-manufactured electric vehicles play a significant role in the industry, and their presence in New Zealand is gradually increasing. In the New Zealand market, there is a substantial gap in the availability of electric vehicle parts and accessories, especially those designed for Chinese brands. This project aims to enhance the demand for accessories and related products among electric vehicle owners in New Zealand, thereby addressing this gap.

**Advantage of an independent website**

Designing an independent automotive parts website offers numerous advantages. It allows for a dedicated platform focused on meeting the needs of electric vehicle owners, presenting different parts and accessories in a more concise and centralized manner, thus enhancing customer experience and satisfaction. In New Zealand, many small businesses use platforms like TradeMe and Amazon for product sales. This website can serve as a one-stop shopping destination, eliminating the need for cumbersome searches across multiple platforms and reducing logistics costs associated with multiple vendors. A one-stop website also facilitates easier management, such as adding new products and handling customer appointments and feedback, thereby greatly enhancing logistics and warehouse management efficiency. Furthermore, an independent website provides greater flexibility in brand promotion, marketing strategies, and product supply, allowing businesses to establish a unique identity in the parts market.

**Market Competitor Analysis**

The electric vehicle parts market in New Zealand is still in its initial stages, but it faces competition from several industry peers. Competitors like EV Shop NZ, Tessories NZ, S3XY, and AutoFun are all competitive parts shopping platforms. Additionally, traditional automotive shopping brands like Repco and Supercheap also offer some similar products. However, there remains significant untapped potential in the market for electric vehicle parts, especially those designed for Chinese brands. This presents an opportunity for new brands to establish themselves. Furthermore, this project also offers peripheral products for camping and charging equipment, which will provide sufficient competitiveness in the still-developing market.

**Our Advantage**

In addition to offering accessories, our website will incorporate EV services such as maintenance bookings. This added functionality serves multiple purposes. Firstly, it enhances convenience for customers by allowing them to seamlessly schedule maintenance appointments for their electric vehicles. Secondly, it allows users to visit the offline accessory warehouse through booking maintenance services, facilitating more precise shopping guidance and a more convenient shopping experience for vehicle owners. Moreover, integrating services complements our core business, creating additional revenue streams and strengthening our value proposition.

After two weeks of market research, searching, and discussions with accessory companies like Peter, we are confident that our project possesses sufficient competitiveness in New Zealand's electric vehicle parts market. By further developing Electra Gear's independent website, we can meet the majority of electric vehicle owners' accessory needs, thus distinguishing ourselves among competitors.

**Reference**

<https://www.statista.com/chart/30758/most-popular-plug-in-electric-car-brands/>

(Source: Ben Whittacker-Cook) https://www.aa.co.nz/membership/aa-directions/driver/the-future-of-evs/  
  
  
Competitor

<https://s3xy.co.nz/>

<https://autofun.co.nz/>

https://tessories.nz/