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| Question | Indicator |
| How strong is the company | Revenue  Profit  Market share  R&D spending  Patents |
| How do they attract customers | Price  Service  Product (technology, location)  Monopoly |
| Where are they doing business? | Production site  R&D site  Place of customers  Geographic advantage of the place |
| With whom do they do business? | B2C/B2B companies government  Partnership  Private/public charging stations |
| What is their competitive advantage | [conclusion of the part] |