

**Case Study:** - Ford - Market Evaluation of Electric Vehicles (EVs)

**Problem Statement:** - In spite of growth in Auto sales by 5.1%, Sales of EVs grew only by 3.3% (Q1 results 2024)

**Objective:** - Determine the marketing strategy to increase sales of Ford EVs.

**Demographics:** - United States of America

**Market Evaluation:** - PESTLE Analysis

Factor	Factor Overview	Impact Weightage	Opportunity /Threat	Comments
Political	1. Government Subsidies	Positive -High	Opportunity	Customer awareness about government subsidies.
	2. Global Trade Contracts: (Import, Export)	Positive- High	Opportunity	
	3. Regulations on Automobile Emissions	Positive- Medium	Opportunity	
	4. Political Stability	Negative - High	Threat	
Economical	5. Market Demand	Positives - High	Opportunity	Auto sales are currently growing by 5.1%.
	6. Renewable Energy Costs decreasing	Positive - High	Opportunity	
	7. Material Cost decreasing	Positive - High	Opportunity	
	8. Fuel Prices	Positive-High	Opportunity	Rising gasoline, diesel prices.
	9. Purchase Cost	Negative-High	Threat	EV Vehicles are more expensive to build than gasoline vehicles.
	10. Economic Stability	Negative - High	Threat	Although automotive sales are growing, consumer willingness to invest in luxury items is low due to market situation.
Social	11. Consumer Lifestyle	Positive- High	Opportunity	Popularity is increasing toward a low carbon lifestyle.
	12. Customer Awareness	Positive-High	Opportunity	Education about the benefit of Electric Vehicle.
	13. Renewable Energy Preference	Positive-Medium	Opportunity	
	14. Wealth Distribution	Positive-Medium	Opportunity	Rising wealth distribution helps to acquire market share.
	15. Range Anxiety	Negative-High	Threat	People are worried about how far they can travel before finding next charging station.

<b>Technological</b>	16. Charging Infrastructure	Positive-High	Opportunity	
	17. Personalization of Dashboard, electronics automation	Positive-Medium	Opportunity	Competition is high to use cutting edge technology to enhance the customer experience.
	18. Technology of Battery, Electric motor and electronics	Positive-Medium	Opportunity	
	19. Speed of technology change	Negative-High	Threat	Rapidly changing the technology and Artificial Intelligence influence.
<b>Legal</b>	20. IP rights (Patents)	Positive-High	Opportunity	
	21. Vehicle safety regulations	Positive-High	Opportunity	
	22. Employment regulations	Positive-Medium	Opportunity	
	23. Dealership regulations	Positive-Medium	Opportunity and Threat	
	24. Consumer protection regulations	Positive-Medium	Opportunity	
<b>Environmental</b>	25. Sustainability (Reduce Carbon emissions, use of environment friendly raw material)	Positive - High	Opportunity	
	26. Waste Disposal	Positive-Medium	Opportunity	
	27. Climate Change (Global warming)	Negative-High	Threat	Impact of climate change on vehicle component performance.
	28. Raw Material Availability	Negative-High	Threat	Availability of Lithium, Cobalt etc..