

ASSESSMENT GUIDE FOR THE CASE STUDY

1. Description of the industry factors that were present when NIO was founded. (12 marks)

Complete PEST analysis conducted for the time the company was launched (2017 - 2018).

- **Political factors** considered China's energy strategy, China's automotive industry, and/or government policies.
- **Economic factors** considered the general trend of the Chinese economy at this time.
Note: economics are not financials)
- **Social factors** considered people's awareness of the problems that leads to their transition to EVs and willingness to buy them.
- **Technical factors** considered areas of R&D and technological and innovative solutions in this field.
Note: these are general statements and not specific achievements).

2. NIO's business model canvas. (9 marks)

Fill out the business model canvas shared on D2L. No description is required, just the canvas. Identify at least 3 key partners, 3 activities, 2 customer segments, 2 channels, 3 cost structures and 2 revenue streams and 1 for the remaining ones. Submitted as a pdf, mural link, or word document.

3. Innovations in NIO's business model (5 marks) and advantages of NIO in comparison to Tesla. (8 marks)

Identification of at least 2 *areas* of innovations in the NIO's business model with a brief description of each. A comparison between NIO and Tesla related to *value proposition, infrastructure, cost/revenue, and customer interface*. This means how did each company approach these areas.

4. SWOT analysis on NIO's power swap. (14 marks)

The mural is a tool to assist identifying the strengths, weaknesses, opportunities, and threats. This needs to be further discussed in the report.

A brief description of what is the power swap that NIO constructed and specific analyses on the strengths or advantages, weaknesses or disadvantages, opportunities, and threats. This section should expand on the point identified in the SWOT analysis template.

5. Identification and description of TWO major challenges faced by NIO. (6 marks)

Identification of two challenges that NIO is faced with and an explanation of why they are challenges.

6. Recommendation to NIO to adjust its business model to enhance market competitiveness. (8 marks)

Provide two recommendations preferably related to the challenges identified in question 5 to help NIO enhance their market positioning and competitiveness.

7. Overall report writing, format, and layout. (3 marks)

Well written report with clear and concise statements. Excellent grammar and punctuation. Proper report format (title page, group member names, date, readable font, headings for each section, ..)

8. BONUS: Exceeded overall expectations (4 marks bonus)

Provide a deep analysis and go over and beyond the expectations outlined above.

TOTAL of 65 marks