

# [External analysis of autolib essay example](https://assignbuster.com/external-analysis-of-autolib-essay-example/)

[Environment](https://assignbuster.com/essay-subjects/environment/), [Electricity](https://assignbuster.com/essay-subjects/environment/electricity/)

## The General Environment and Global factors

Stable Political factors to instill interests to various groups
-The stability of the country’s government sends a signal of confidence, strength, to various interest groups and investors.
-Similar political party ideologies influence promises stability in the country.

- Agreements on world trade like the UK being further expanded
-Potential subsidy from the European Union and the UK government.

## Promising Economic growth to boost income level.

-Improved environment awareness makes people demand more of the environment friendly product.

- Easily fits into the country’s gross domestic product and the per capita income of populace as it is not expensive as private cars.
-Have potentiality to derive better foreign exchange reserve.
-Availability of market for the car as more people find it incredible and good.
-The product is made in line with the national economic policies like the industrial policy, and policies that concern export and importation of products.
-The product is economical to the users
- Global economic growth promises demand of the product
- Electric engines lower energy consumption
-Use of special batteries to power the car that saves energy and fuel hence economical.
-The cost of building the small car is considerably cheaper.
-Small electric car sharing scheme increases potential demand.

## Legal frameworks support car sharing scheme and discouragement of car ownership.

-Adheres to the national companies Act regulations.

-Surpasses monopolies and restrictive trade practices that influence global market penetration.
-Highly sensitive to the environment. Neither fumes nor noise is produced.
-Highly protective to the environment and potentiality to corporate social responsibility.

-Information technologies to support GPS infrastructure is in place for automatic tracking
-There is availability of 3G internet everywhere in Paris for car booking.
-GPS infrastructure that stops theft and vandalism as well as to aid in tracking drivers.
-GPS infrastructure allows users to be tracked by Autolib authorities.
-Established automated alarm centers for users’ rescue purposes

- Electric car adheres to international standards.
-Use of graphic user interfaces in the car
-Use of lighter materials to build small sized cars
- Battery cells capacity improvements
-Improvements in distances covered by electric cars.
- Online payment is easily undertaken due to presence of superb online systems with graphic user interfaces.
- Issues concerning battery heating tremendously improved.
-Smart cards allow users make payments anywhere.

## Environmental factors

-Cut down noise
-Reduced air pollution as no fumes produced

- Environment sensitive product
-Reducing production of fumes in form of carbon(IV)oxide is in line with global climatic changes.

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