

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

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## 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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