

External analysis of autolib essay example

[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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