Global electric vehicles industry

Each student is expected to write a short case study on ”The Global Electric Vehicle (EV) industry”

Report structure with headings, appendices, reference list expected.

Word limit -2000 words

Due date  Week 5, Saturday 27 August, 5:00pm

The case should include the following:

1. A brief snapshot of the global EV industry (approx. 100 -200 words).

2. Using Michael Porter’s five force framework, conduct an industry scan for the global EV industry (approx. 800-1000 words).

3. How has COVID impacted the EV industry? (approx. 300-400 words)

4. The future of EVs as compared to conventional cars. Are EVs really ’green’? (approx 300-400 words)

This assessment aims to provide students with the opportunity to hone their analytical skills. Students are expected to do secondary research by looking for recent data/ information on the country, industry, and market. Apply theory from the text, make an informed decision, and/or sound recommendations.