



1. SWOT ANALYSIS of NIO EV company

S

- Cost Structure
- Automation
- diversified workforce
- Social Media
- Product Portfolio
- number of intellectual property rights
- Entering new markets
- Skilled Labor force

W

- Research and Development
- High Day Sales Inventory
- Market Research
- High employee turnover rates
- Worker morale is low
- The decision making is highly centralized
- Quality Control
- The workload is high per worker

O

- E-commerce
- Social Media
- Technological developments
- Green government drive
- Tax policy
- Tourism
- new niche markets
- Consumers are becoming more conscious of health

T

- Technological developments by competitors
- Suppliers
- Increasing competition
- Political uncertainties
- Regulations on international trade
- Substitute products
- Constant technological developments require the workforce to be trained

Source: <https://www.essay48.com/term-paper/15643-NIO-Inc-Swot-Analysis>

2. STRATEGIC OBJECTIVES

- **Battery leasing: Premium electric vehicles with affordable prices-** Nio has realized that 1/3 or 1/2 of the production costs are created by the price of the battery. Their goal was to reduce this amount of costs, due to what they can provide affordable EV for lower prices.
- **Battery swap: What Tesla couldn't achieve-** NIO has successfully constructed a relatively matured model and built a wide battery swap network in China (155 battery swap stations in China)
- **One Click for Power: "Charging" your EV from a smartphone-** On NIO app, the user requests the service and NIO Power will pick up the car at the location requested and return the car to the same location after fully recharged with a short time frame, usually within four hours.
- **NIO House: creating a community-** "a joyful lifestyle beyond the car", NIO House is similar to a clubhouse exclusive to NIO customers, in where meeting spaces are provided and activities are organized for customers and their children.
- **NIO Autonomous Driving (NAD)-** an autonomous driving solution offered by NIO in its vehicles

- Nio's goal is to build customers loyalty, be customer friendly! In my point of view, it is a great vision, since if the customers feel satisfied with them, they can build they company. Also they want to learn from the problems of Tesla, and try to find solutions for their problems. Very smart idea- it is always better to learn from others mistakes, than from our mistakes. To create NIO House and NIO Life brands was an amazing strategic movement, since with this they keep their customers closer to themselves. And motivate them to be loyal buyer of their products.