



### ***3rd deliverable: Building a strategy:***

*Define at least one (1) goal for each one of your Strategic Objectives.*

*Please propose programs and projects to effectively implement your strategy.*

#### **STRATEGIC OBJECTIVES**

- **Battery leasing— GOAL:** low price, leasing- no need to buy the battery, and pay high prices
- **Battery swap— GOAL:** to build a battery swap network, stations, available for wide range of people, increase number of customers
- **One Click for Power—GOAL:** easy to use, via smart phones
- **NIO House— GOAL:** loyal customers
- **NIO Autonomous Driving (NAD)—GOAL:** autonomous driving option, extra service

INTERNAL: decreasing costs with the option of battery leasing, NIO's main strategy is to follow Tesla and its problems, issues what make difficulties for Tesla. The goal of Nio is to work on these issues, and to create a solution for the problems. With this strategy they want to compete and overcomplete with Tesla.

CLIENT: build loyalty of clients with sub-brand NIO House, building battery swap network- available for clients

FINANCIAL: decrease costs thanks to battery leasing,