

**Héctor Orellana**

**Hayek Global College**

**Strategic Planning and Market Competition**

**May 8<sup>th</sup> 2021**

## **SWOT**

### **Strengths**

- Financial stability and power
- Key partnerships
- Cheaper energy for user

### **Weaknesses**

- Unpatented technology
- Expensive vs. ICV
- Industry is still small (fewer recharge stations, car parts, maintenance shops...)

### **Opportunities**

- Different market applications (Transportation, personal vehicles...)
- Partnerships with transportation companies
- Eco-friendly trends

### **Threats**

- Mining industry capacity and uncertainty
- Many competitors

## **Objectives**

- Create key partnerships with transportation companies to supply their fleet
- Implement the electric fleet management centers market
- Develop the most advanced technology for Mobile EV charging