

STRATEGIC GOALS AND PROGRAMS

Rivian Automotives

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Launch more car models

Currently Rivian has only two models announced to the market. The brand's positioning is to respect the environment and to promote the adventurous spirit. To increase its market penetration, the brand must have models to cover different sizes, characteristics and different costs.

Goal #1 – Increase market segmentation

- **Research to identify more potential consumer groups**
The research will define if the company's purpose and values have alignments with a broader segmentation to acquire new consumers. The research must consider every single profile as of demographics, gender and ages.
- **Designing**
The design phase will develop a project of a new car model for the new consumer profile. The project's main objective is to seek a model that meets the user experience identified in the previous step and proves its financial viability regarding its manufacture.
- **Supply-chain and Sales**
The research should analyze scenarios to mitigate eventual supply-chain and logistics problems. It will also be necessary to evaluate forms of distribution and analyze demographic data for a projection of delivery and sales. The project's main objective is to seek a model that meets the user experience identified in the previous step and proves its financial viability regarding its manufacture.

Establish a reposition part market

As designers and manufacturers of the parts themselves, Rivian could serve its customers through a vast distribution network, offering high availability of parts and developing sub-markets to replace and customize its vehicles.

Goal #1 – Custom parts

- **Demographic researches**
To produce customized replacement parts for new and current customers, it is suggested to conduct a survey to identify different demographic and cultural characteristics relevant to developing new components. The pieces for customization must be unique and may bring cultural aspects of each region, transforming the vehicle into an object closer to a regional characteristic and necessity by the region's customer.
- **Modular Manufacturing**
Customized parts can be standardized in shape, fits, and replacement compatibility for any Rivian model. Customized parts can be standardized in shape, fits, and replacement compatibility for any Rivian model. However, all customization must be carried out on top of the previously manufactured structure and could be worked by any specialized partner workshop, increasing the brand's service network without making investments in various commercial points.

Worldwide insurance coverage

Rivian has an insurance plan that serves the North American market. But as the brand expands its sales, it can also offer the insurance service through partners and licensees to help its international market.

Goal #1 – Develop Rivian Agents

- **Search for potential partners and independent agents**
The maintenance of an electric vehicle requires technical and specific knowledge. To increase the coverage of service, support, and insurance, Rivian needs to

increase the number of professionals and specialized agents in the same way. One way to add talent to your current network without hiring professionals one by one is to develop a network of partner workshops, dealerships, and individual mechanics so they can act as Rivian representatives around the world, specializing and increasing their incomes.