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3rd Deliverable - Building a strategy

Lucid Motors - <https://www.lucidmotors.com/media-room/>

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

Please propose programs and projects to effectively implement your strategy

Published on their website:

| Announced strategic moves | Defined Goal for each strategic move | Programs and projects to effectively implement your strategy |
|------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| Going public in 2021 | Make the news public | Contact at least 1 news channel in each major region of the world and make the news |
| Start Production of Lucid Air in spring 2021 | Have at least 3,000 cars by the end of 2021 | Implement the production line at the factory and secure the supply chain for the raw materials as well as the recruitment for the human resources |
| Announced a new Gravity SUV model which will start in 2023 | Have at least 3,000 units by the end of 2023 | Start the R&D project on the new model. Prepare the contracts for the materials, supply chain, showrooms, human resources |
| Opening new studios in US and then globally for their direct-to-consumer model of selling their cars | Have at least one showroom in major US cities, then abroad, at least one per major countries or more than one in each country | Start contracting for the spaces in each state and then internationally. Negotiate for renting the space or build own if possible |

Recommended strategic moves (by me):

| Recommended strategic moves | Defined Goal for each strategic move | Programs and projects to effectively implement your strategy |
|--------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| Opening offices in Europe, especially Nordic countries, France, UK and Germany | Have at least one or two showrooms per each strategic country | Start contracting for the spaces and preparing everything to launch |
| Opening Offices in the Middle East and China | Establish one office per major country in ME (Dubai, Abu Dhabi, Ryad, Cairo, Tel Aviv, Jeddah) and a few in China | Speak with local governments for incentives for the consumers, start negotiations for the showroom spaces, |

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| | (Beijing, Shanghai, Guangzhou + 2/3 more) | launch a publicity campaign to say "We are coming" |
| Supporting equitable extraction practices at the raw material sites in Africa, Latin America and Asia | Have at least 2-3 countries with contracts for raw material extraction with good labour law practices | Prepare good labour law contracts, find local partners to recruit local human resources, prepare training programs, establish personal development programs for local human resources |
| Investing in R&D and technology innovation | Have a dedicated team for R&D and define the core directions for R&D | Contract with universities to supply students / Start a dual-study degree where students can research, study and practice at the same time /Get funds from the governments to support R&D / Organize international incubators and accelerators to partner with start-ups and establish common R&D projects |
| Try to produce the battery in USA | Have a partnership with at least 1-2 producers in the US | Actively research and find partners / Speak with the government to allocate budget and resources to produce the battery locally / Invest in R&D and try to find the best location to build a factory and a production line |
| Make a deal with battery manufacturers outside of China | Have at least 4-5 contracts with non-Chinese battery manufacturers | Actively negotiate with foreign governments for incentives to support the industry/ Partner and recruit local non-Chinese agencies in for recruitment and to establish programs in support of the industry |
| Announce a few more new car models with a different price range | Have 4 new models by the end of 2025 | Invest in R&D / Get more funding / Start a robust customer support channel / Invest in advertisement / Create want |