

## NIKOLA MOTOR COMPANY

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

Below are strategic objectives for Nikola Motor Company

- a. Our Business: Delivering Innovative Technology, Energy and Transportation Solutions.  
**Goal:** i. Zero-emission truck maker
- b. Our Network: An Extensive Group of World-Class Companies, Working Toward Shared Goals.  
**Goal:** i. Global market coverage.
- c. Our Progress: Committed to Achieving Key Milestones.  
**Goals:** i. To decrease expenses  
ii. To increase net profit  
iii. To increase revenue

### Question 2: Please propose programs and projects to effectively implement your strategy.

Strategy remains are mere process without any implementation. To operationalize the stated strategies this company will embarked on a project tagged “Project Zero Emission”. The aim of the project is to shape the future of transportation through eco-friendly automobiles.

- Objectives:**
- i. Increase awareness of Electric Vehicles (EV) in the global space
  - ii. Position the company as one of the key stakeholders in the production of EV in global space through increase in sales.
  - iii. Create a synergy within every units of this company as important element for it functionality and productivity.

This project would be accessed through SMART Model, which stand for Specific, Measurable, Attainable, Realistic, and Time-Bound.