

Chapter 5

Conclusions, Discussions, and Recommendations

This study chooses the competitiveness of A Co new energy automobile enterprise as its research object, begins with the current competitiveness situation of Chinese new energy automobile enterprises, analyzes the theoretical and practical issues of the value chain competitiveness of new energy automobile enterprises, and applies value chain theory in conjunction with PESTEL, core competitiveness evaluation model, internal and external environment

Conclusions

1. Competitive Environments of A Co.

The research findings concludes that the competitive environments of A Co are as follows.

Firstly, by conducting a PESTEL analysis, we gain an understanding of the competitive landscape encountered by new energy automobile companies. This paper concludes, based on an examination of the macro and industry environments of A Co's new energy automobile industry, that it currently enjoys a relatively stable and comprehensive external macro environment.

Secondly, the competitiveness of Chinese new energy automobile companies is assessed using the value chain theory, employing a core competitiveness evaluation model. This model is built upon a comprehensive evaluation index system, consisting of five key indicators: technological innovation capability, production service capability, marketing service capability, financial management capability, and sales service capability. To construct the evaluation and analysis model for assessing the competitiveness of new energy automobile companies, a combination of the analytic hierarchy process (AHP) and fuzzy evaluation method is employed.

Thirdly, as a representative new energy vehicle enterprise with good market performance at present, A Co's core advantages are mainly reflected in the ability of technological innovation. A Co also has advantages in production service ability, marketing service ability, financial management ability and other aspects, but there is a big gap in sales service ability.

The research findings reveal several opportunities for A Co, including: 1) The disposable income of potential consumers has increased 2) The market scale continues to expand, attracting new customers 3) The battery development technology is continuously improving, leading to reduced production costs 4) Utilizing artificial intelligence for more accurate consumer demand prediction and 5) National macro policy support for the new energy automobile industry. However, A Co also faces similar threats, which include: 1) Decreasing state subsidies for new energy vehicles year by year 2) The emergence of new vehicle alternatives, such as high-speed rail and electric balance cars 3) Competitors in the same industry maintaining stable market share 4) Increasing customer demand for battery safety and 5) Traditional automobile enterprises entering the field of new energy vehicles.

Furthermore, the research findings conclude that A Co has strengths in the following areas: 1) Brand awareness 2) Capital enrichment 3) Core technological advantages 4) Strong suppliers and supply chain and 5) Stable human resources reserve. However, there are weaknesses that encompass the following aspects: 1) Low return on investment 2) Less than ideal customer satisfaction 3) Low degree of product diversification 4) Low degree of business internationalization and 5) Declining profit trends.

2. Sustainable Competitive Advantage Strategies of A Co.

Vision: *“To become a global leader in the new energy industry by driving sustainable innovation, promoting environmental stewardship, and fostering social responsibility.”*

Strategic objectives

- 1) Maintain the leading position in technology
- 2) Continuously promote product innovation
- 3) Accelerate the internationalization process
- 4) Increase market share
- 5) Strengthen ecological layout
- 6) Achieve sustainable development

Core value: Technology is king, innovation is based.

- 1) Integrity and responsibility
- 2) Sincere service and safety first
- 3) Continuous improvement
- 4) Shared development
- 5) Equality, pragmatism, passion, and innovation.