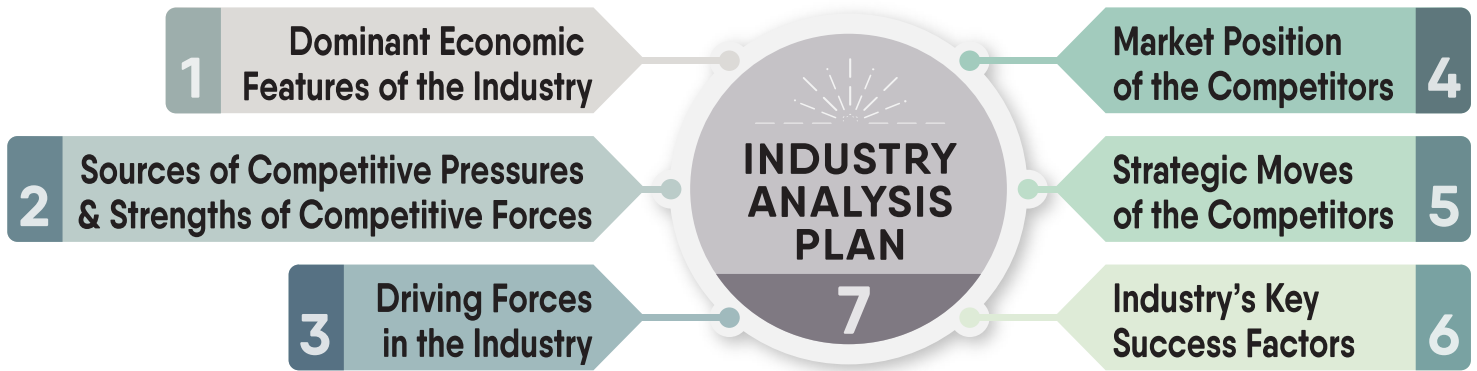


SEVEN FORCES MODEL – EXAMPLE

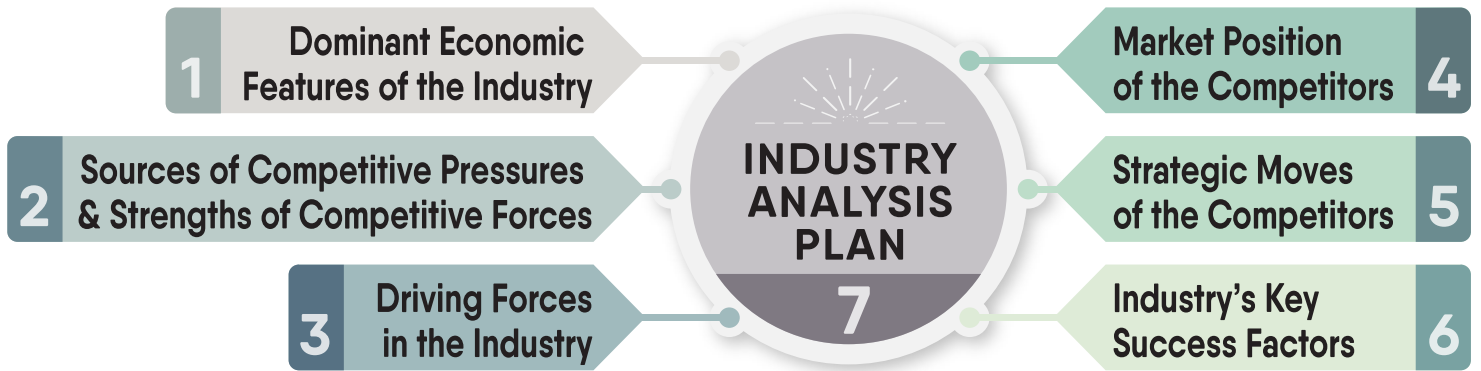
by Thompson & Strickland

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1	Dominant Economic Features of the Industry	Rapid technological innovation, the influence of government regulations and incentives, growing environmental concerns driving demand, and the significance of infrastructure development for charging networks.
2	Sources of Competitive Pressures and Strengths of Competitive Forces	Sources of competitive pressures from established electronic vehicle (EV) automakers and new entrants, the bargaining power of suppliers for critical components like batteries, the bargaining power of consumers driven by factors such as price and range, the threat of substitute transportation options, and the strength of government policies and incentives promoting sustainable mobility.
3	Driving Forces in the Industry	The driving forces in the electronic vehicle industry include advancements in battery technology, increasing environmental consciousness and government regulations promoting sustainable transportation, growing consumer demand for eco-friendly vehicles, and investments in charging infrastructure to support widespread adoption.
4	Market Position of the Competitors	The market position of competitors in the EV industry varies, with established automakers like Tesla and major traditional manufacturers holding significant market shares, while new entrants and tech companies are striving to gain traction and challenge the dominance of established players.
5	Strategic Moves of the Competitors	Competitors in the EV industry are strategically focusing on expanding their electric vehicle portfolios, investing in research and development for advanced battery technologies, forming strategic partnerships for charging infrastructure development, and increasing global market penetration through aggressive marketing and distribution strategies.
6	Industry's Key Success Factors	The EV industry's key success factors include continuous technological innovation for longer driving range and faster charging times, efficient supply chain management for securing critical resources, effective marketing strategies to address consumer concerns and promote eco-friendly benefits, and strong collaborations with governments and utilities to develop charging infrastructure and secure regulatory support.
7	Industry Analysis Plan	The industry analysis plan for the EV sector involves conducting a comprehensive examination of market trends, competitive landscape, regulatory environment, technological advancements, consumer preferences, supply chain dynamics, and key success factors to gain insights into the industry's current status and future prospects.

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6	Industry's Key Success Factors	
7	Industry Analysis Plan	

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