

CEE investments in China (activities of Skoda company in China)



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ŠKODA



上汽大众
SAIC VOLKSWAGEN

- Since 2007
- SAIC Volkswagen Automotive Company
- FABIA, OCTAVIA, YETI, RAPID, RAPID SPACEBACK, SUPERB, KAROQ, KODIAQ, KAMIQ
- 2017 – Vision E electromobile

Production plants :

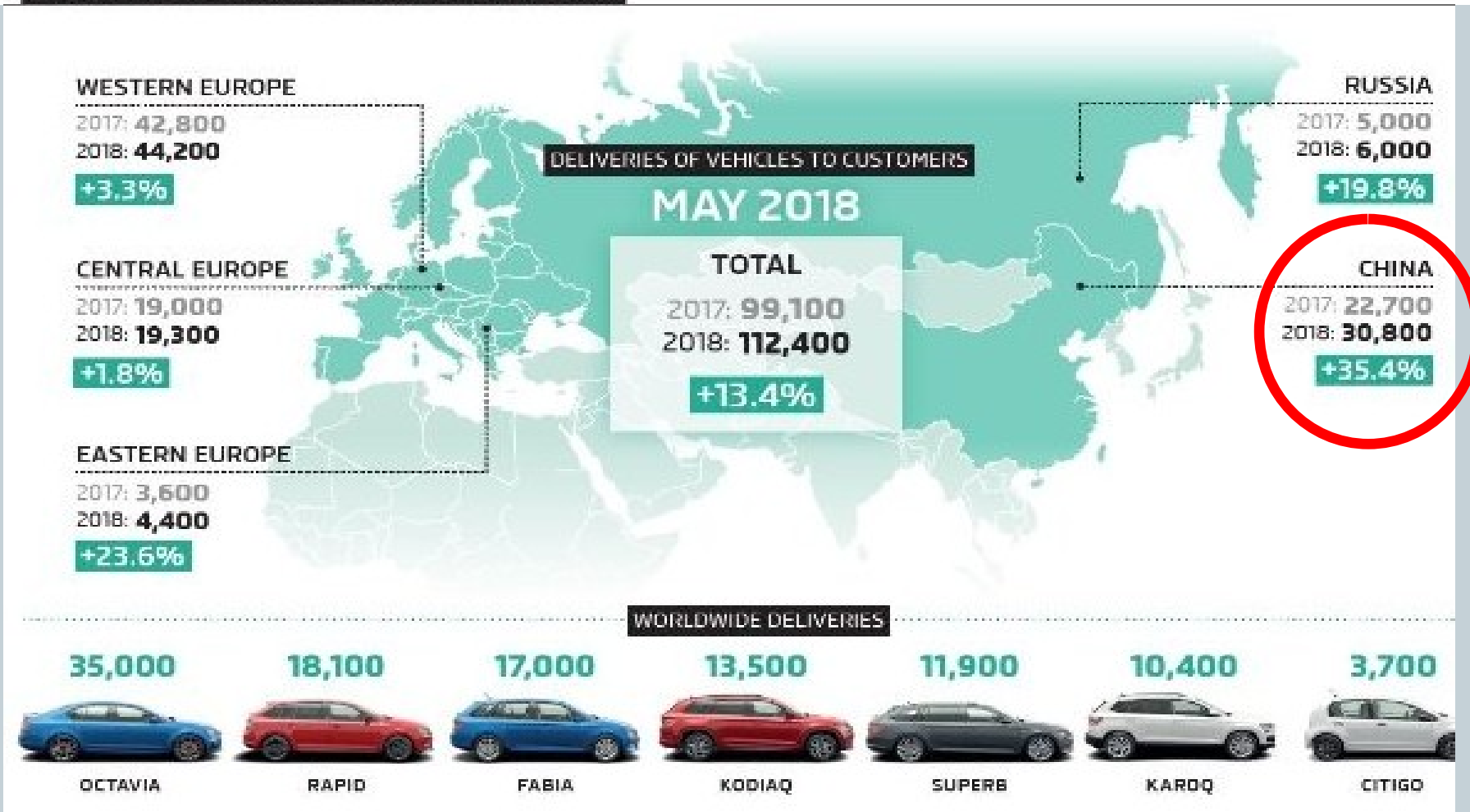
- Anting
 - Yizheng
 - Nanjing
 - Ningbo
 - Changsha
-
- more than 2 million ŠKODA cars produced in China by 2017



ŠKODA AUTO IN MAY 2018

THE MOST SUCCESSFUL MAY OF ALL TIME

- China became the largest single market for ŠKODA.
- The bestseller = Skoda Octavia (1,2 mil.)



BUSINESS MODELS FOR SKODA



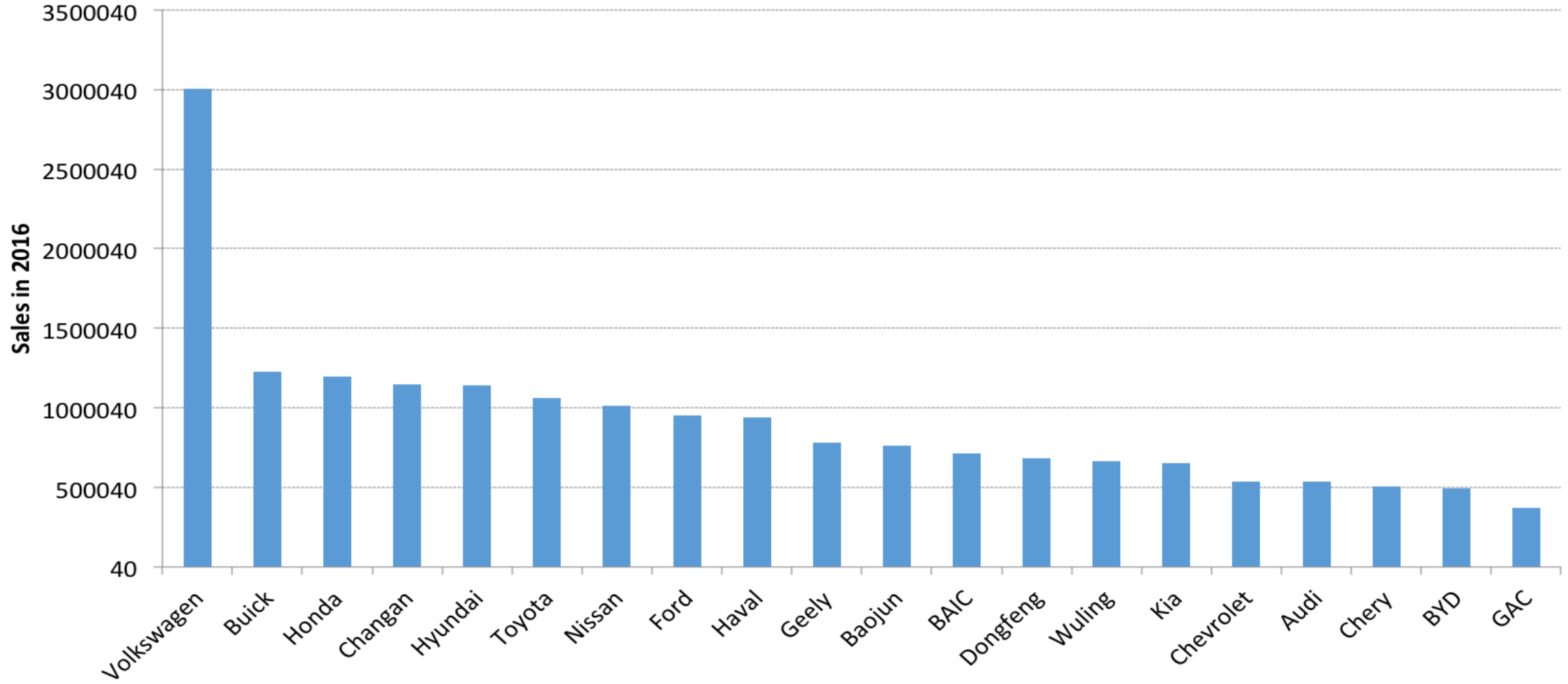
- SWOT-analysis (Strengths, Weaknesses – (of the company) opportunities, Threats (of the market)
- 4Ps (product, place, price, promotion)
- Five-forces model (Barriers to entry. bargaining power of suppliers, The threat of potential entrants, the threat of alternatives, competitions among companies)

THE BACKGROUND OF CHINESE AUTO MARKETING



- The Introduction of Main Brands In Chinese Auto Market
- (Volkswagen, Hongguang (domestic), Toyota, Saic GM (domestic))
- Five Forces Model to Analyze Chinese Auto Market (restrictions, joint ventur, supliers power of buyers)
- Five major tremnds in China ´s auto industry for future (electrification,car sharing, car inteligenge,)

China: Passenger Car Sales in 2016



ANALYZE CASE OF VOLKSWAGEN IN CHINA



- The Background of Volkswagen (the largest group of auto industry in Europe)
- The brand Strategy of Volkswagen (folk car)
- The Ability of Competition In Volkswagen (can offer different brands: (Porsche, Audi, Bentley,...)

Volkswagen Dominates the Chinese Car Market

Passenger car sales in China in 2016, by manufacturer




@StatistaCharts

Source: Statista Consumer Market Outlook 2017

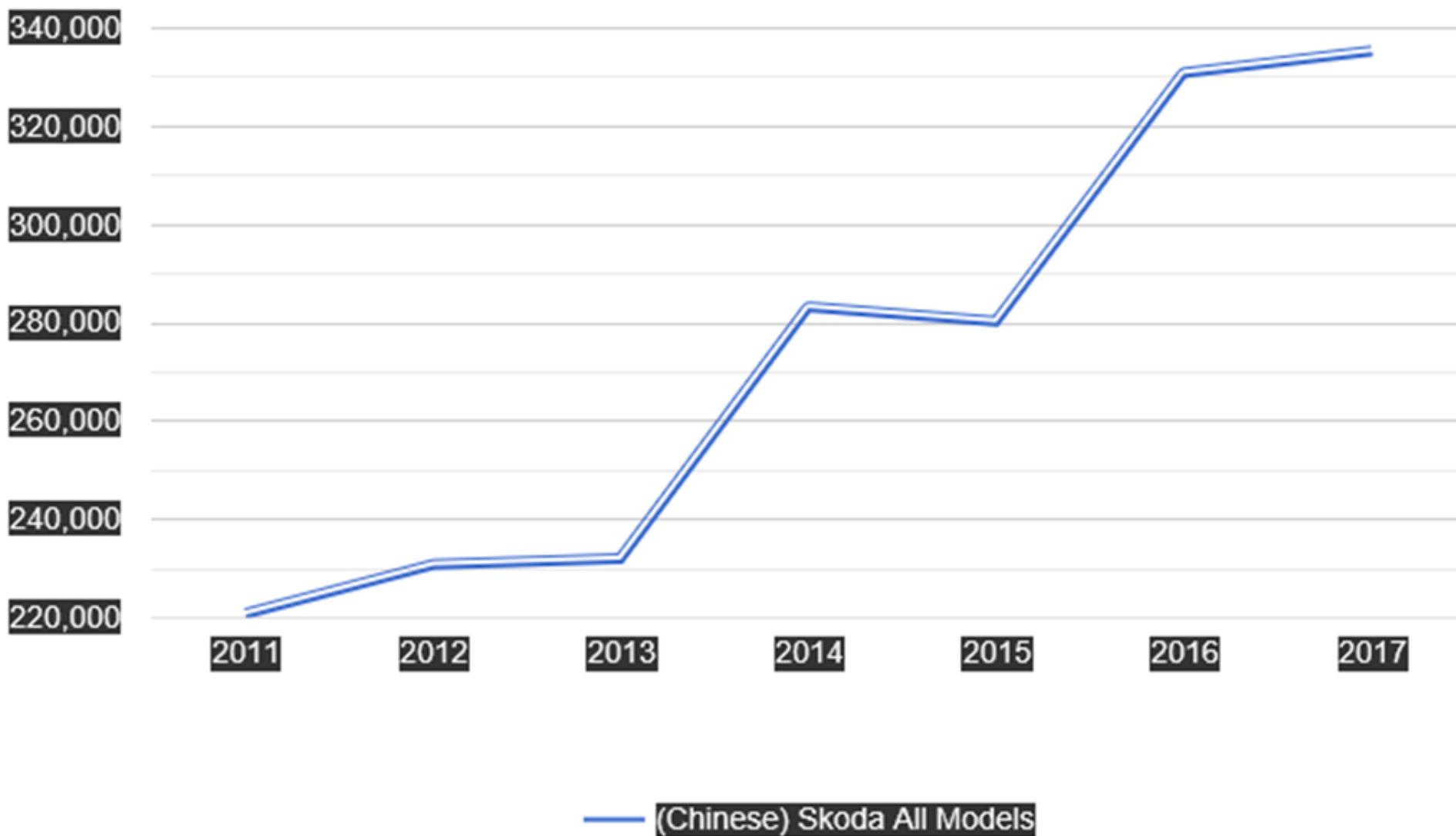
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The ten most successful markets for ŠKODA in 2017

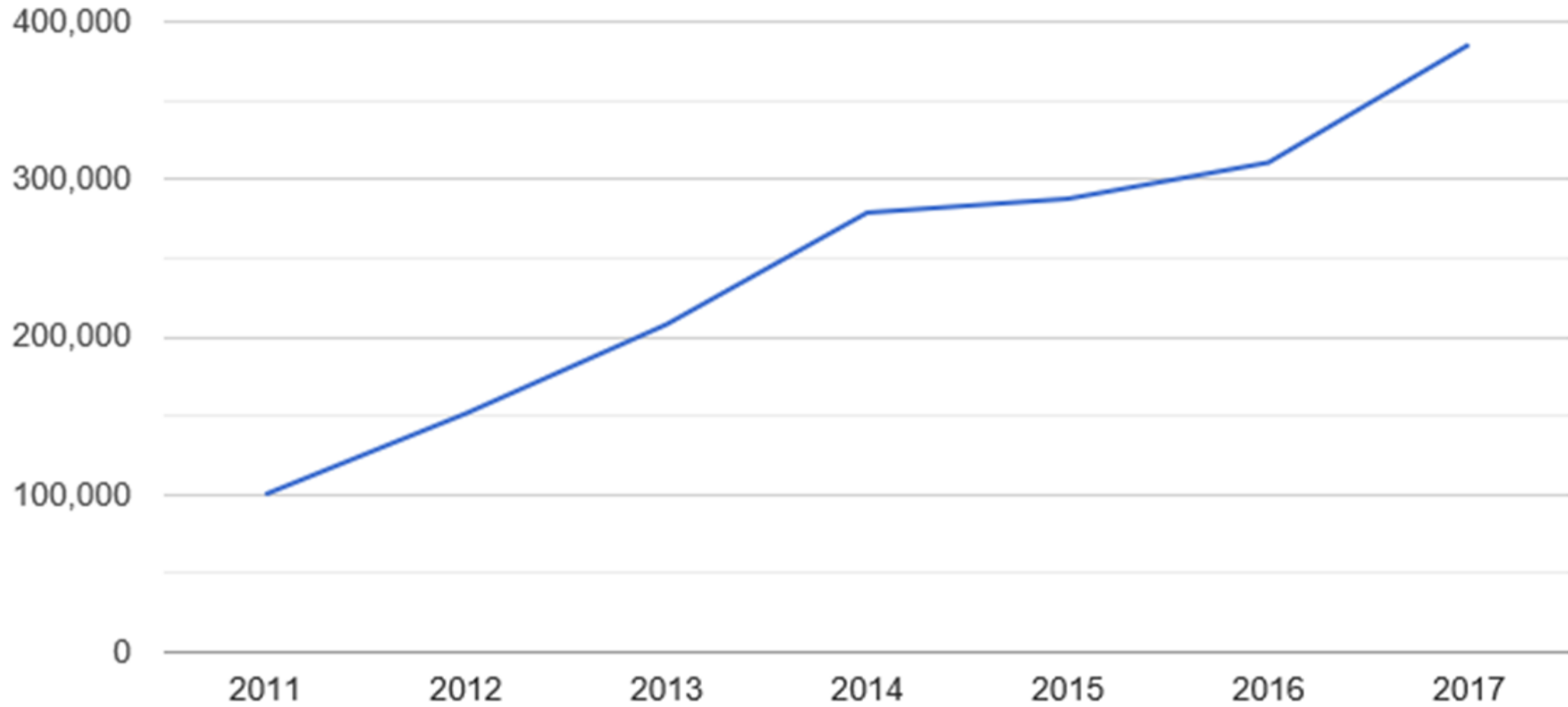
(Country - Deliveries to customers in 2017):

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- 1. China - 325,000
 - 2. Germany - 173,300
 - 3. Czech Republic - 95,000
 - 4. Great Britain - 80,100
 - 5. Poland - 66,600
 - 6. Russia - 62,300
 - 7. France - 27,300
 - 8. Turkey - 25,000
 - 9. Italy - 24,700
 - 10. Austria - 24,300

CarSalesBase: Car sales comparison chart



CarSalesBase: Car sales comparison chart



— (Chinese) BMW All Models

Sources

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