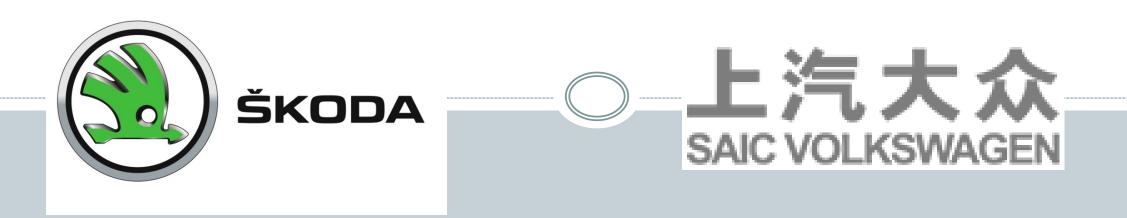
CEE investments in China (activities of Skoda company in China)

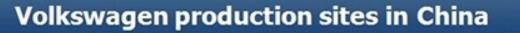
FRANTIŠEK MILAN VERONIKA SOKOLÍKOVÁ ELVINA KURTASANOV ZUZANA DULOVCOVÁ



- 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.)



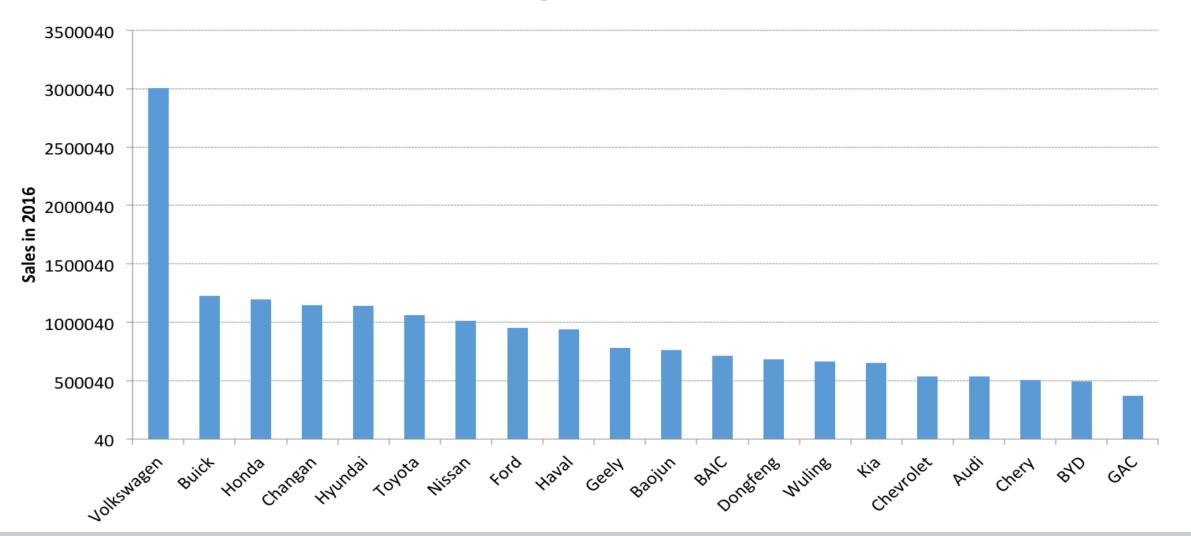
BUSINESS MODELS FOR SKODA

- SWOT-analysis (Strengths,Weaknesses (of the company) opportunities, Threats (of the market)
- 4Ps (product, place, price, promotion)
- Five-forces model (Bariers to entry. barging power of supliers, The threat of potential entrants, the threat of alternatives, competitions among comapnies

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 tremds in China´s auto industry for future (electrification,car sharing, car inteligence,)

China: Passenger Car Sales in 2016

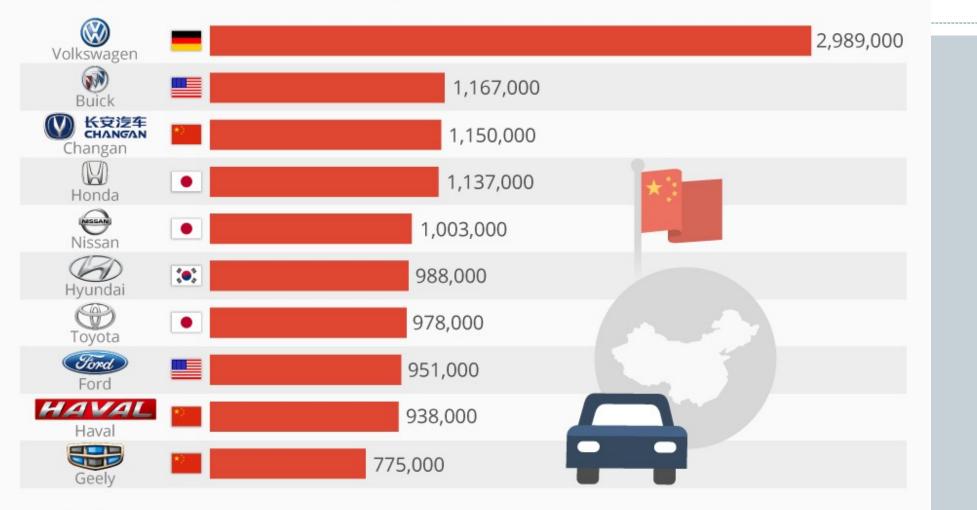


ANALYZE CASE OF VOLKSWAGEN IN CHINA

- 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

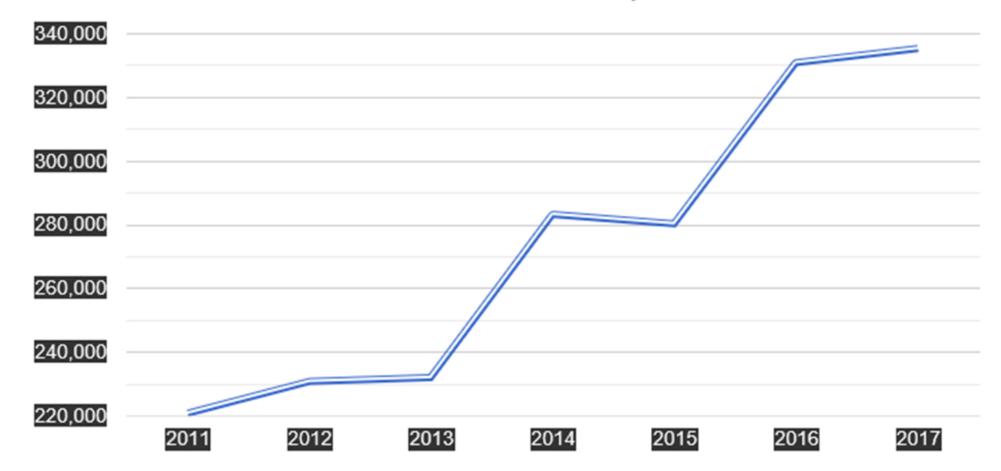


The ten most successful markets for ŠKODA in 2017 (Country - Deliveries to customers in 2017):

- 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

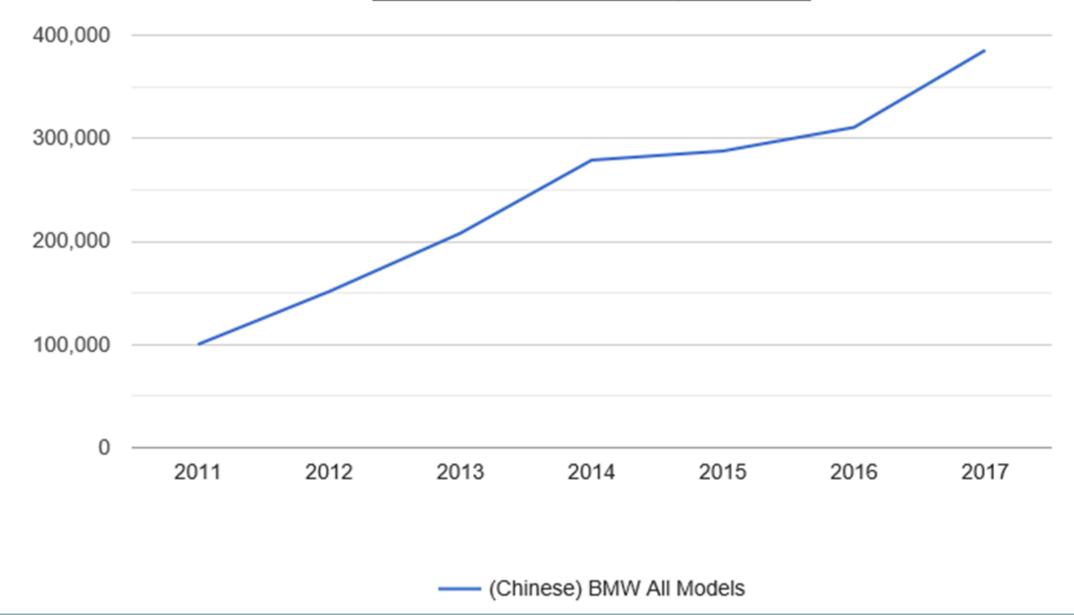
8. Turkey - 25,000
 9. Italy - 24,700
 10. Austria - 24,300



CarSalesBase: Car sales comparison chart

(Chinese) Skoda All Models

CarSalesBase: Car sales comparison chart



Sources

- http://archive.skoda-auto.com/en/company/production-plants/china

<u>- https://www.autocar.co.uk/opinion/motor-shows-shanghai-auto-show/how-skoda-cracked-chinese-market</u>

-<u>https://www.skoda-storyboard.com/en/press-releases/skoda-continues-market-campaign-china/</u>

<u>http://www.volkswagengroupchina.com.cn/content/vgc/content/en/partnership/</u> <u>shanghai_volkswagen.html</u>