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VOLVO: FINDING TRUE VALUE IN THE ELECTRIC BUS MARKET

INTRODUCTION

Volvo, the company famous for its automobiles and transportation systems today is making major advances in EV business. However, the major strategic orientation has been given to the electric bus segment of the market where the company has identified itself as one of the most important players given the increasing need for green solutions as far as public transport is concerned.

MARKET OVERVIEW

Global shift towards sustainability has led to the creation of a suitable operating climate for electric vehicles as well as buses. Ministries and mayors, private and public transportation companies are looking for cleaner sources to control dust and minimized CO2 emissions.

STRATEGIC APPROACH

Analysing the strategic positioning of Volvo in the electric bus market, it can be stated that the company has a complex strategy. This company has opted to develop quality electric buses for urban transport with better performance features, reliability, efficiency and hence less TCO.

CONCLUSION

One strategic market to which Volvo invested is the market for electric buses which is in line with its social responsibility as well as advance technology. Millennials and the evolving nature of cities present Volvo with an excellent opportunity to revolutionise how cities are currently being navigated with the focus on environmentally sustainable options.

RECOMMENDATION

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