

# LBS Consulting Projects (MBA) 2023

## Project Specification

### Client Details

This is to be completed by the client.

<b>Company name:</b> X	
<b>Company sector/industry:</b> Automotive	<b>Company website:</b> <u>X</u>
<b>Year of establishment:</b> 175+ years of worldwide trading experience	<b>Number of employees:</b> >14000
<b>Brief company background:</b>  <p>X is the leading independent multi-brand global automotive distributor. We operate in over 40 markets and territories with a portfolio of the world's leading automotive brands. We employ over 14,500 people and deliver a digital sales and marketing network that extends to cover most of our global operations. As a distributor, we are the brand custodian and operate across a vehicle's lifecycle from launch of new products, through to used car sales and aftersales. We are responsible for everything from brand positioning and marketing logistics, through to network management.</p> <p>Our ambition is to become the undisputed number one distribution partner for automotive manufacturer, the employer of choice for current and future employees and the stock of choice for our investors. Underpinning our business operations is our Responsible Business strategy 'Driving what Matters' plan through which we aim to make a positive contribution to the communities in which we operate and to society at large.</p>	

## Nature and scope of project (initial scoping):

This section is to be completed by the client before project approval by Faculty.

### Project title:

#### Battery Lifecycle Project

**Project description** - Give a brief description of why you have identified this particular project and why it is relevant for your organisation at this time.

In 2022, we presented a strategy project internally around electrification and the introduction of BEVs to our markets. We understand that there will be significant changes required for this seismic shift within the industry and see that it will impact our revenue streams and daily operations.

As part of this ongoing investigation into electrification, we are looking at the new value pools, and one of the areas of focus is the battery lifecycle value chain.

Whilst battery lifecycle has not been a point of emphasis within the automotive market, it is expected to become more and more important as BEVs become readily adopted and older batteries require changing / recycling.

This project is focused on identifying proven and unproven (innovative) roles which X could play within the battery lifecycle value chain. This will include required capabilities, investment, and timelines. It will involve identifying different activities, market sizing, competitive landscape, and the provision of a preliminary business case including the required capabilities.

We expect the project to further our understanding of the battery lifecycle value chain and helping us understand what this means for Inchcape – both the facts and practical implementation which will help our business going forwards.

**Project objectives** - Explain the objectives of the project as concretely as possible, ideally using bullet points.

- Define the most attractive activities in battery lifecycle for X, how to start doing them, where, and when
- Develop an understanding of the battery lifecycle
- Perform scan of proven and unproven (innovative) activities that X can take part in
- Create an assessment framework and evaluation criteria to assess each activity (e.g., scalability, maturity, implementability) and to prioritise them
- Develop a set of pragmatic recommendations for X to explore further, pilot or implement in the near term via Business Case

**Individuals, Data & Resources** - Provide details about the individuals, data and resources you are willing to share with the student team to ensure project success. Please specify also what you are not willing to share with the team.

- Support in scheduling of focus group
- Access to discuss specific issues with markets / regions
- Support in circulating materials and thoughts to appropriate audience
- Data – from initial existing work on the topics (data sets, presentations, expert interview notes)
- Collaboration with in-house strategy team
- Meetings: update meeting as required (Teams), to be scheduled based on availability
- Interim updates after each phase

**Project Success** - Please explain what project success looks like. You can use bullet points here.

We have a clear understanding of what will we do in the value chain and a prioritized list of activities to do in order tap into new profit pools in specific markets/regions.

**Is this project ESG-related?**

Yes  No

## Key Personnel

<b>London Business School contact information</b>		
These are the details of the main point of contact at London Business School for the client.		
<b>Name:</b>		
<b>Job Title:</b>		
<b>Phone/Email:</b>		
<b>Client contact Information</b>		
Please input the information of the <b>two points of contact</b> at the client. Their role is to work directly with the team during the project and manage the progress check-in meetings.		
<b>Contact 1 (Primary)</b>		<b>Contact 2 (Secondary)</b>
<b>Name:</b>		<b>Name:</b>
XX		XX
<b>Job Title:</b>		<b>Job Title:</b>
Junior Strategy Manager		Group Strategy & Business Development Manager
<b>Phone/Email:</b>		<b>Phone/Email:</b>
XX		XX
If there are other internal stakeholders who will be working with the team during the project, please specify their names, job titles and contact information here:		
XX, Group Early Careers & Talent Acquisition Manager, XX		
<b>Student contact information</b>		
The students assigned to your project team will complete this section, providing their names and contact email addresses. The project lead is chosen by the student team and will be the main liaison between the student team, the client and London Business School.		
<b>Role</b>	<b>Name</b>	<b>Contact Details</b>
<b>Project Lead</b>	<i>Student Name</i>	<i>Email</i>
<b>Student</b>		
<b>Student</b>		
<b>Student</b>		
<b>Student</b>		