



Summer Homework for Year 12 Business

Jaguar's forthcoming replacement for the XJ luxury saloon is nearing its launch date. The all-new model will make its official debut at the end of 2020, where it will act as a pure electric alternative to the BMW 7 Series and Mercedes S-Class saloon – although the latter will soon gain its own electric sibling in the form of the upcoming EQS saloon.

The new XJ will be made in the UK at JLR's Castle Bromwich production site, safeguarding thousands of jobs over the next few years. It'll also be the second all-electric model offered by the British brand, following in the footsteps of the award-winning Jaguar I-Pace SUV.

The British manufacturer has pledged to offer electrified options for all its new models from 2020. The new XJ will be the first electric car produced at the brand's re-tooled Castle Bromwich plant, being designed and developed by the same team responsible for Jaguar's all-electric premium SUV, the I-Pace.

1. Your research should be presented in a PowerPoint and must include:
 - marketing aims and objectives for Jaguar Land Rover
 - a SWOT analysis on the strengths, weaknesses, opportunities and threats of Jaguar Land Rover - <https://www.tutor2u.net/business/reference/swot-analysis>
 - What is the target market of the electric powered Jaguar XJ? You need to provide evidence for your choice;
 - What was the cost of the marketing campaign? How much is this as a percentage of their Total Revenue and Expenditure?
 - Competitor research – how many competitors does your business have? You need to research a competitor's marketing campaign and recommend improvements to Jaguar Land Rover

2. Give an overview of the business and explain the features of Jaguar Land Rover. This should be presented in a Word Document and must include:
 - Ownership and liability – Is the business private, public or not-for-profit? Does it have unlimited or limited liability?
 - Purpose – What is the business's vision, aims and objectives, e.g. do they want to maximise profit or help the community? What products do they sell? Do they sell services as well?
 - Sector – Primary, Secondary, Tertiary or Quaternary? What do these terms mean?
 - Scope of activities – Do they operate on a local, national or international scale?
 - Size – Are they a small, medium or large business? Define what each of these mean

Useful Websites:

<http://www.jaguarlandrover.com/>

<https://www.jaguarlandrover.com/annual-report-2020>