

Executive abstract: In this report, we will focus on MG, the sports car company. Diversifying sourcing strategies is necessary since, for instance, relying too much on foreign suppliers may expose the business to risks like supply chain disruptions or geopolitical instability. Today, MG has changed from an independent company to a subsidiary, as it has become a subsidiary of (SAIC Motor Corporation Limited), one of the largest companies specialised in the automotive industry in China, which has had a great role in expanding its brand, expanding its scope and global work. Additionally important are technological developments, such as automation, digital tools, and artificial intelligence (AI), which boost product creation and operational efficiency but necessitate constant investment and staff adaption. Additionally, the regulatory environment requires adherence to labor regulations and trade laws, and more stringent environmental regulations, encouraging the business to adopt sustainable methods. The company functions in a dynamic and competitive external environment that is impacted by social, technological, economic, and regulatory developments. Internal environment Customers, suppliers, distributors, and rivals make form the internal microenvironment of MG Company, and each one is vital in influencing tactical and operational choices. Consumers are the organization's most important asset, and demand for premium, reasonably priced, and environmentally friendly products is driven by a variety of market sectors. Environmental background: External environment Both internal and external influences impact MG Company's operations, policies, and strategic choices, forming its environmental background. Production costs and pricing tactics are directly impacted by economic factors including inflation, interest rates, and shifting market needs. The MG Company is further influenced by social trends, such as the increasing focus on sustainability and ethical standards, to match its operations with market values and customer expectations. The foundation of the business's operations are its suppliers, whose dependability, affordability, and geographic dispersion affect production schedules and inventory control. This report contains many important sections and points, as it focuses on the nature of the environment in the organisation, whether the internal or external environment, as well as the factors affecting the organisation. As for the main sections of the report, the first part will focus on providing a general historical overview of MG, and the second part will focus on analysing local operations. Today, MG has become one of the leading companies in the automotive industry, witnessing significant growth day after day, and continues to develop after-sales services and its electric cars, providing everything customers need. For example, MG Company may decide to change its pricing or look for more affordable suppliers as a result of inflation-driven increases in the cost of raw materials.