

UNIVERSITY OF MACAU

FACULTY OF BUSINESS ADMINISTRATION

**DEVELOPING A STRATEGIC PLAN FOR VANG IEK GROUP'S
AUTOMOTIVE BUSINESS UNIT IN MACAU**



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ABSTRACT

The Macau Government has the intention to introduce and further implement policies to limit the number of cars, and thereby, enhance traffic conditions and lower the pollution level. If these policies are finally introduced, there would be a big impact on the automotive industry in Macau. This is a case study for a local Macau automotive group - Vang Iek Group. To analyze the external environment and internal environment, it was found that the competitive advantages of Vang Iek Group in the Macau automotive industry include aftersales service facilities, experience and network of the senior management and their reputation in Macau. Based on these findings, a five year strategic plan (2012 -2016) for Vang Iek Group's automotive business in Macau at the corporate level, business level and functional level is developed. The McKinsey's 7s model is applied in order to suggest recommendations for executing the designed strategies.

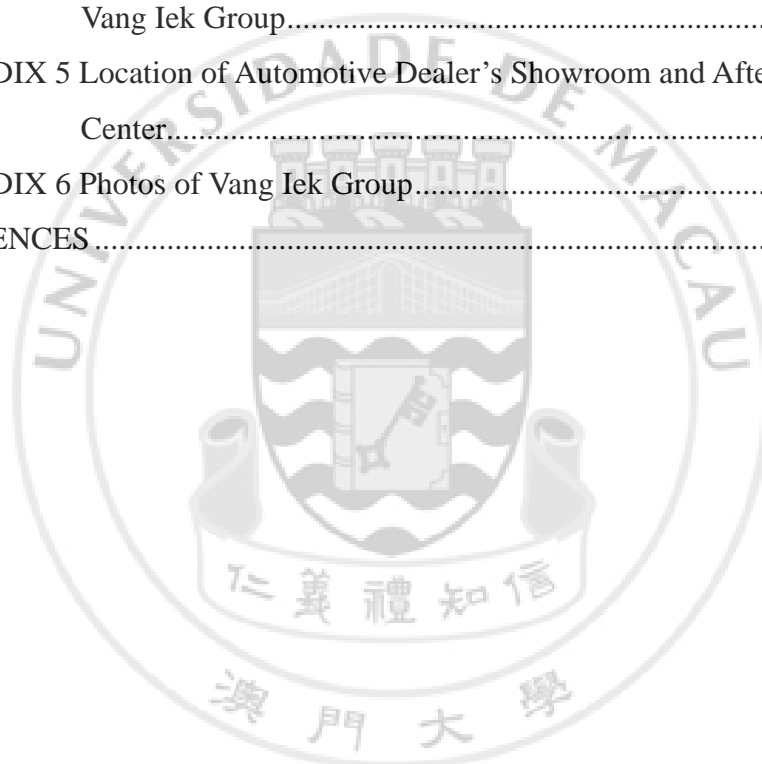


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