

A photograph of two lacrosse players in action on a green field. The player on the left is wearing a white jersey and a white helmet with blue and green accents. The player on the right is wearing a red jersey and a white helmet with red and black accents. Both players are in a low, crouched position, ready to pick up a ball. The background is slightly blurred, showing other players and a fence.

# h-Strategies-E-Rickshaw-Scooter-M

*Identifying the Growth Gaps*

March 24, 2025

# Identifying the Growth Gaps

## SWOT Analysis

- **Strengths:**
  - 70% E-Rickshaw market dominance
- **Weaknesses:**
  - Scooter segment lags due to limited electric offerings and weak marketing
- **Opportunities:**
  - Electric scooter market growing at 9.9% CAGR globally
  - Untapped Tier-II/III cities for E-Rickshaws
- **Threats:**
  - Strong competition in Scooters from brands like OLA and Honda

## Key Insight

- Electric scooters are driving industry growth, while E-Rickshaw expansion is limited by infrastructure challenges.

## Visual Instructions

- Insert a 2x2 SWOT table with concise text in each quadrant
- Add a text box below with the key insight
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# Revving Up Scooter Growth

## Recommendations

- Launch an electric scooter with **150 km range** and **2-hour fast charging**, inspired by OLA S1 Pro's success
- Upgrade ICE scooters with **LED headlights** and **digital consoles**, mirroring Honda Activa's popular features
- Run a **digital marketing campaign** targeting urban youth via Instagram and YouTube influencers

## Visual Instructions

- Insert an image of an electric scooter concept or a mockup of an Instagram ad with a scooter
- Add caption: **Concept: New Electric Scooter**
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# Expanding the E-Rickshaw Market

## Recommendations

- Expand into **Tier-II/III cities** (e.g., Lucknow, Coimbatore) to tap into new demand
- Partner with local governments or businesses (e.g., malls, fuel stations) for a **charging station network**

- Introduce a **premium E-Rickshaw** with AC and GPS for niche markets like tourism

## Visual Instructions

- Insert a map of India with target cities circled or an illustration of a charging station
- Add caption: **Target Expansion Cities**
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## Driving Towards 9–10% Growth

### Summary

- Scooters projected to hit **20% growth**, adding ~5% to overall growth
- E-Rickshaws expected to achieve **5-7% market growth**, contributing 3.5-4.9% to overall growth
- Combined impact: Company growth reaches **9-10%**

## Visual Instructions

- Insert a line chart showing growth from 4.5% (current) to 9.5% (projected)
- Title: **Projected Growth**
- Y-axis: **Growth Rate (%)**
- Add data labels: **4.5%** and **9.5%**
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# Final Notes

## Presentation Guidelines

- **Consistency:** Use Arial font, 28-32 pt for titles, 18-20 pt for text
- **Visuals:** Ensure images and charts are high-quality and relevant
- **Clarity:** Keep text concise; use **bold** for emphasis
- **Save:** Save frequently in PowerPoint cloud

## Conclusion

- This format ensures your presentation is clear, professional, and ready for PowerPoint cloud.