

Company Profile

- Nissan Mobility Service Co., Ltd.
- Headquarters: Suzhou, China
- Industry: Automotive and Mobility Services
- Mission: To introduce future technology and mobility solutions that enrich the lives of customers in China

Role & Responsibilities

As a Corporate BD Strategy MBA Intern at Nissan Mobility Service Co., Ltd., my role encompasses a range of responsibilities aimed at **supporting the ICV business development strategy and execution.**

Key Takeaways

- **Effective Communication is Crucial:** Interpreting business development needs with multiple departments (finance, legal, suppliers) is essential for seamless project execution and timely achievement of goals.
- **Comprehensive Planning Ensures Success:** Detailed planning and preparation, including creating proposal documents and presentations, are key to refining and executing business ideas effectively.
- **Adaptability in Project Management:** Being flexible and able to adapt to new ideas and changing project requirements ensures that projects can be successfully completed even in dynamic environments.

Contributions & Key Accomplishments

- Established **Contract Tracker and Project Tracker** to ensure transparency in project progress and contract status.
- Facilitated Business Coordination: **Assisted the business department in coordinating with finance, legal, and operational departments**, successfully establishing and closing 6 contracts.
- Refined and Executed Business Ideas: Worked closely with my mentor to explore feasibility, **refine business ideas**, and **execute plans** which included:
 - Drafting proposal documents
 - Coordinated cross-department collaboration
 - Developed training materials
 - Designed promotional content
 - Developed related audio files for project promotion
 - Identified suitable suppliers and procured promotional materials according to project needs.

Industry Trends & Challenges

- Keeping pace with new developments in autonomous driving
- Navigating the complex regulatory/legal landscape for autonomous vehicles
- Adapting to market needs and consumer preferences swiftly

Driving Safety Network Security & National Security
Legal Issues Regulatory Challenges Ethical Problems

