

What honda has to
offer



One of the key ways through which Honda Corporation can win the confidence of its audience is the offering of high quality products which comply with the international standards of environment and safety. The overall design and development of the products as well as their conformity with the international standards of safety therefore ensures that the different audience of Honda receives the appropriate message. Apart from this, Honda also regularly publishes its corporate social responsibility report and has made it one of the core management values to ensure that the environment is protected and natural resources are conserved.

Honda therefore presents itself as a corporation which is founded upon the solid values of delivering high quality and efficient design cars besides portraying itself as an organization which shows its concerns about preserving the environment. This therefore allows Honda to become attractive especially to such audience which considers its ethical consumers and base their buying decisions on the basis of an organization's environmental protection records.

In order to compete with established firms in aircraft industry, Honda needs to rely more on its legacy and market its past successes in terms of bringing in high quality and efficient design car technology. Further, Honda also needs to ensure that it pitches its message to the audience which is its tested market. Honda has been more successful in markets other than US or Europe therefore in order to compete with these firms, it is critical that Honda must adapt to the regional marketing targeted specially at Asian airlines.