

Example of general motors essay

[Business](#), [Company](#)



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Introduction

General Motor Company got created on 16th September 1908 in Flint, Michigan. It was formed as a holding company of the McLaughlin car company in Canada Limited and the Buick initially led by William C. Durant. In the earlier 19s, there were the fewer vehicles than 8000 and were horse driven/drawn. These cars got manufactured by the Durant Company. General Motors co-founder Charles Stewart Mott Carriage Company changed its name to Buick before General Motors creation. The Cadillac, Elmore, and Oakland brought into the company by Durant in 1909. Sadly In 1910 Durant lost control over the General Motors Company on the basis of banker's trust (GM strengthens its European Brand strategy 2). The due accumulated large amount of debts. Back on its feet, the Durant Company in 1911 started the Chevrolet Motor Company in Canada USA. Durant later took on the company's control. Durant changed the name from the general motor company of general motors corporation in 1916. Years later, the Durant Company lost control over the General Motors Corporation due to collapse in new vehicle sales. In July 10, 2009, General Motors came up from government reorganization after a filing in June 8, 2009. Hummer, Pontiac,

and Saturn were shut down. It has serviced for 77 years consecutively from 1931 to 2007; has ranked the bestselling automakers in terms of unit sales. It operates outside the USA with wholly owned companies and operates in China by ten joint companies. In 2009, the general motors' team got rid of the hummer, Pontiac, and Saturn brands.

Eventually, after moving to close down the Swedish brand Saab, general motors' sold it to the Dutch manufacturers Spyker. In 2012, a lawsuit got filed against the General Motors Company. The General Motor Company is an automaker company based in Detroit dealing with the manufacture and marketing of vehicles (Andrew 1). The main headquarters is in Michigan, Detroit. It is a company that manufactures, designs, markets, advertises and distributes vehicles and vehicles' spare parts. It produces vehicles in 37 countries. It has 13 brands Buick Cadillac, Hummer, Opel, Chevrolet, Saturn, Holden, Vauxhall, Wu ling, Bao tin, Jie fang, and Daewoo. It has a stake of 96% in the general motors' Korea and a 20% IMM. It is also jointly integrated with companies such as Shanghai general motors, Saint-general motors' - walking and a few - general motors' in china. In Russia the general motors' avtovaz, handcart industries in Pakistan, general motors' Uzbekistan and general motors' Egypt. And the general motors' On Star subsidiary that provides vehicle security, safety and information services. The General Motors have over 212000 employees and have business transactions in 120 countries. The General Motors, being a big and diverse it is divided into five business segments to accomplish maximum cooperation. The General Motors' North America (GMNA), the Opel group, General Motors' Operations (GMIO), General Motors' South American segment and the General Motors'

Financial. It has serviced the world for a long time more than other companies. The company has also had a series of issues to that disrupted its concentration (Andrew 1). In 2012, the General Motors' was sued overpayments made to cater for funds in 2009 in exchange for waiving claims against the Canadian subsidiary. It also got blamed for defective ignition systems that killed 13 people.

The investigation got sparked by that case, claiming that some of these ignition systems made as early as 1997. On may26, 2014, the company got 35\$ million from the NHTSA over the ignition defect claim. The company started reporting its financial results since 2010. The company earned over 4. 7 billion dollars. The Company has got a widespread world presence and was greatly advancing. In North America the general motors' concentrates on four core divisions, the Chevrolet, Cadillac, Buick, and GMC. In South America it has concentrated its attention to some of the countries such as Argentina, Colombia, and Venezuela. Here, the company sold more than 300 thousand general motor vehicles including in Chile, Peru, Ecuador, and Bolivia. In Europe, the Opel is the dominant brand. In Asia, the company makes most of the China market vehicles locally. The Shanghai General Motors' that is jointly ventured with the SAIC motor company of china got created in 1997. The Buick too appears strongly flourish in china. The Cadillac was also introduced in China in 2004 and started with exports to China. In order, the company to remain in check and at bay lots of research and developments must be shown. The company decided on organic oriented research for better fuel methods and power sources. The laboratories in Dayton, Ohio charged responsible for the necessary

developments. They have come up with hybrid electric cars and also all electric cars (GM strengthens its European Brand strategy 2). They have also set their eyes on their next project to come up with hydrogen driven cars.

In Africa kit, all began in the early 1920s in Egypt. It began with the assembly of cars and light pickup trucks used in the local market. The General Motors' withdrew from that association in the 1950s. After some time the Ghabbour brothers' started to assemble Cadillac, Chevrolet, and Buick brands. The company also dispersed to other parts such as Tunisia (industries techniques Maghreb Ines), which assembles Mazda and Isuzu brands. The general motors' east Africa, founded in Nairobi, Kenya, which assembles Isuzu trucks, pickups, and buses. It has also diversified into Nigeria and branded it Niger/Nigerian motors. In Oceania, the general motor company Holden brand represents it. These countries include New Zealand and Australia. The general motors' have also been factitively represented in the Motorsport world (Andrew 1). Especially, in then Indy racing league the general motors' have won many races most common the V-8 class. The company has also used cars in the American racing series with cars such as the Pontiac grand prix, Oldsmobile cutlass, the lamina Chevrolet and the Chevrolet Malibu.

In terms of leadership comes along Mary Teresa the president executive officer of the company general motors. She was born on 24th December 1961 in make. She was awarded the position on 15th January 2014 and became the first female CEO of a global automaker. She took over from Dan Ackerson the previous chief executive officer of the general motors. Before she got a seat, she had acted the executive vice president of global product

development at the general motors. Her father was a die maker in the Pontiac for about 39 years.

She studied electrical engineering at the Kettering University at the General Motors and obtained a bachelor's degree in science. She later acquired her masters after working for the company for some time. She had started working for the company at the age of 18 as a co-op student in 1980, and luckily, held some administrative positions. Leadership in her started when she became the manager of the Detroit Assembly Plant. In February 2008, she was crowned as the vice president of global manufacturing engineering. In 2009, she got a seat as the vice president of global human resources, which lasted till 2011. Later, that year she was named the executive vice leader of the international product expansion. She was responsible for the global purchasing chain. She got named among the most powerful women by the Forbes magazine, in that she was listed seventh out of the enlisted 35. In her personal life, she's shallowly described as a woman of power and silence. She is married to tony barren whom they were studying with at the University of Kettering where they were studying together they have got two children. The family resides in a suburb Northville in Detroit. She also promised to offer more job opportunities as the company expands. She has crowned the Chevrolet Camaro and Firebird as among her bet cars (GM Strengthens its European Brand strategy, December 5, 2013).

Conclusion

In conclusion, the general motor company has got a variable asset Mrs. Barra. She promised to keep the company's expansion plan at bay and lead the company to the highest point. She also made sure that the company

structural plans shall not be corrupted as in the case of 2012. She has the right to lead and has got enough experience and power and more so determination to do so. Since her crowning as the chief executive officer, it was evident that she's destined for success along with the company. General Motor Company well-built and maintain to the world.

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