

# Example of essay on marketing strategy

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



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Organization's Summary

General Motors (GM) Company is a multinational corporation headquartered in Detroit, Michigan, U. S. GM is one of the world's largest auto manufacturers, making trucks and cars, with highly famous brands like GMC, Chevrolet, Cadillac, and Buick. The present iteration of GM traces its roots to the mid-2009, when there was a split of the former GM into two companies after the company's emergence from bankruptcy protection, that is, the General Motors and the Motors Liquidation .

## **General Motors TOWS Analysis Matrix**

The General Motors SOSTAC Marketing Planning Framework

Objectives: Where the organization wants to be

The company has strived within the transport industry to bring the most

cost-effective and efficient automobiles across the local and foreign markets it operates. It scales its space and has a grip on the market and the industry locally and internationally. The company is committed to edging a global sustainability in the future in which its huge employee base is outlined to impact positively on their surroundings, and moreover, how the company's vehicles are leaving less of a carbon footprint.

### **Mission Statement**

“ General Motors is a multinational corporation engaged in socially responsible operations, worldwide. It is dedicated to provide products and services of such quality that our customers will receive superior value.”

### **Vision Statement**

“ GM's vision is to be the world leader in transportation products and related services. We will earn our customers' enthusiasm through continuous improvement driven by the integrity, teamwork, and innovation of GM people.”

### **SMART Objectives**

#### Specific

General Motors has a specific objective to invest \$14 billion in China in order to open five new car assembly plants until 2018. The company will also launch 60 new or refreshed models to boost the volume of sales.

## **Measurable**

The company expects a 27% increase in its global sales volume by the end of 2015 and further in 2016 and 2017 the volume will rise up to 38 percent, and then to 47 percent in 2019 (Jung, & Jung, 2007, pp. 54-58).

## **Attainable**

The company intends to introduce 2017 Cadillac CTS with new vehicle-to-vehicle connectivity. Another model of Cadillac CTS, called Super Cruise, will be launched in 2017 with an automated driving technology.

## **Realistic**

The company aims to produce cars bodies with new aluminum-and-steel materials to make them more lightweight. Further, it will be using 20% fewer parts to ensure the lightweight.

## **Timely**

Almost five years ago, General Motors' revenue was just \$8.7 billion and now it has become \$37 billion. In this regard, the company expects 47 percent growth by the end of year 2019.

## **Strategy: How Do GM get There**

The GM Corporation in its mission towards achieving a sustainable future through management of their environment emission and thus resorting to manufacturing electric vehicles would achieve this from a number of perspectives (Baines, Fill, & Page, 2011, pp. 15-199).

## **SAFe Framework**

When it comes to manage a big number of employees, partners, customers and other associated people, almost everyone wants to use SAFe Framework (Chaffey, & Smith, 2013). General Motors has also a great number of employees and customers. Implementing SAFe would help manage everything easily from one place.

## **GM runs multiple projects simultaneously; therefore, SAFe will provide an integrated view of how they fit together.**

### Market Positioning

The General Motors segmentation aims to target every group, and the Corporation thinks that the whole market is a single market. Secondly, safety and security is another aspect that corporation capitalize in so that it heightens its market positioning (Dou, et al., 2010, pp. 261-A4).

## **Porter's Five Forces Analysis**

The forces are arranged in order of priority (Karr, 2011.).

## **International entry choices strategy**

The corporation would want to explore new markets by ensuring its products reach these markets. The corporation is structured to exploit a number of international market entry choices, which would include: exporting, direct investing, and franchising, licensing and even undertaking a joint venture strategy (Helms, & Nixon, 2010, pp. 215-251).

## **Ansoff's Matrix**

Ansoff's Matrix is used to identify growth opportunities with existing and new products in existing and new markets (FinancialDirector, 2012, p. 27).

## **Tactics: How exactly do we get there?**

Strategic way forward

The GM Corporation must swiftly design strategies, which will allow the various branches to move from their present status, often destructive, processes of development and growth onto the sustainable development paths (Cateora, 2013).

## **Marketing mix 7 P's**

Products

GM plans to design Cadillac CTS and its automated version called Super Cruise. Further, the company would introduce Opel Opel/Vauxhall Corsa, Astra , Chevrolet Cruze and Malibu.

## **Price**

The newly designed cars would be priced about \$40, 000 to \$50, 000. The company intends to implement a policy to make products cost effective. It will help increasing sales volume (Hashim, & Hamzah, 2014, pp. 155–159).

## **Place**

GM has a vast network around the globe including North America, Europe, Latin America, Africa, Middle East and Asia Pacific. Initially the company would be focusing China, North America and Europe.

## **Promotion**

The company promotes its products through various channels including Auto Show, GM Magazine, GM high tech performance and Employee discount for everyone.

## **People**

Opening new plants in China would require more employees and producing new cars would require engineers that are more qualified. In this regard, General Motors would hire more employees and will train them.

## **Physical Evidence**

Headquarter of General Motors is in Detroit, Michigan; however, its various branches are spread worldwide.

### **Process**

Almost complete automated process is used in GM and some of its parts are also outsources such as customer care unit. It offers various things like warranty claims, parts sales and new and refurbished cars sales.

## **Servqual model**

Generally, in every organization there are some gaps, which are found through servqual model. What design and functionality of car customer is expecting and what the company is producing, really matters. A survey would be conducted to identify the desire and expectation of customers (Parasuraman, Zeithaml, & Berry, 1988, p. 28).



## **Actions: The Details of Tactics**

The overall management of the company is basically the responsibility of the corporations General Managing. He/she is chosen primarily based on his/her administrative and management qualifications with special attention to experience and knowledge of duties of office. It oversees and coordinates the Managing Directors in the administration of the Corporation's business affairs.

## **Control: Performance Monitoring**

General Motors KPI's

Customer Satisfaction- The recognition is the crucial part customers play in sustaining the business of the company makes the company to give priority to their customer satisfaction.

Financial Performance Index- GM controls costs and ensures efficiency, which escalates to shareholders satisfaction through delivery of healthy profits and turnover growth.

## **How the organization should monitor performance**

Employee evaluations

The corporation should undertake employee performance evaluations on a quarterly, semi-annual or a yearly basis. Such a strategy ensures that every stakeholder in the company understands when the next evaluation is scheduled, and the gauging parameters.

## **Organizational evaluations**

The organization emphasizes on the outcomes of the company's performance, even though, input, process, output, and benchmarking factors are very

critical in comparative analysis(Blythe, 2006). These outcomes should be of direct relation to the public purpose of the organization.

## **Un-served Markets**

General Motors must consider new emerging economies that could contribute to its profits. Those markets, which have remained un-served must be taken into consideration in order to increase sales volume and ultimately profits (Rosacker, & Olson, 2008, pp. 60-70).

## **Situational Analysis: Where is GM Now?**

The Corporation has currently announced that it would invest \$5. 4 billion in its American factories within the next three years as its part of a broader effort towards modernizing production facilities and secure jobs (Amoako&Dartey-Baah, 2012). It has been executing a methodical expansion and upgrading initiatives in its manufacturing plants in the United States and across the globe its bankruptcy and government bailout in the year 2009.

## **Competitors Analysis**

The General Motor Team

The GM Corporation's team shares a great passion for the customers and a competitive spirit, which drives the whole company into excellence. The corporation is established in a culture that incorporates inclusion, diversity, responsibility and understanding, mutual respect. The corporation's 212, 000 and above employees work in more than 396 facilities across six continents, touch 23-time zones and speak more than 50 languages.

## **GM Strategic Audit**

PESTLE Analysis of GM Company

The factors are arranged in order of their importance

The McKinsey 7S internal audit of the General Motors Corporation

Core TOWS Creativity Elements

Mendelow Matrix: Stakeholders Analysis

Level of interest

Minimum Effort-The lack of power and influence among the stakeholders make them be open to influence. Thus, they follow instructions and accept whatever they are told. Keep Informed-Stakeholders lack power but are interested in the company's strategy.

Keep satisfied-Stakeholders are kept satisfied so that they do not get interested in moving to the next. Key Players/ participation-This group of stakeholders are key drivers in the company and control the decision of the management.

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