

American honda motor corporation incorporated

[Business](#)



Price- The versatility of their car models are fit for those who plan to buy a car that is enough with their budget. Americans are busy people that's why owning a car is definitely important. Considering the quality of vehicles manufactured by Honda and with prices that are not too high to be reached, attracting buyers to purchase their product is not at all hard.

Place- Honda's successful penetration into the US market is something that is now catching the attention of strategic management theorists. The standards of the American people are totally different from those of the Japanese. It is one of the challenging parts of the business when a firm decides to put up a branch or expand in an unfamiliar place. Having been able to introduce products with a Japanese approach and with the US market's favorable reaction, Honda's decision to launch its first out of the country subsidiary in the US was a success.

Promotion- The people's word of mouth helps in the promotion of a product most especially when it is a positive feedback of what they have experienced upon using it. The satisfaction of the customers is what Honda and its dealers from around the world hope to achieve. That is why in order to gain popularity and a good reputation the sales and after-sales services of their branches are prioritized.

Insights

It is indeed through the power of Mr. Honda's dreams that his company became successful. With the right business strategy coupled with hard work and dedication, the dream became a reality that is now an inspiration to many aspiring entrepreneurs.