

Victory motorcycles

Business



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Business Level Strategy: Victory Motorcycles Victory Motorcycles employs the diversification business level strategy in its operations globally. The company produces a variety of products such as motorcycles, watercrafts and snowmobiles, which have enabled it to have a higher diversification in terms of products. Moreover, the company is has also diversified in terms of market and thus, has established markets globally, spanning from America to China, Australia Russia and Brazil. In addition, to succeed in using the diversification strategy, the company provides high quality and innovative motorcycles designs, which are tailor-made for its target markets (Hitt, Ireland & Hoskisson, 2012).

Moreover, given that there are quite a number of automotive companies in the industry with the similar resources, technology and capacity, Victory Motorcycles need to formulate better strategic future oriented plans, which can enable it gain competitive advantage of its competitors in the market. Therefore, the company can embark of a strategy of developing high innovative motorbike designs that are affordable and efficient to the customers. Ultimately, the company can start producing e. g. electric powered motorbikes that are more environmentally friendly.

References

Hitt, M., Ireland, R. D., & Hoskisson, R. (2012). Strategic management cases: competitiveness and globalization. Cengage Learning.