

Hyunaal



**ASSIGN
BUSTER**

Due to ten roles in Korean currency, Hyundai is tackling a long challenge as now to make its cars affordable to foreign buyers as compared to the Japanese cars, the main competitor of Hyundai in the foreign markets.

Conclusion and Implications Overall, this article presents a good picture of Hyundai's current situation in global market. Economic crisis in foreign countries, where Hyundai operates, is the main reason of downfall in Hyundai's economic growth. Rise in Korean Currency has made huge impact in Hyundai's profits but this occurred from external environment that is beyond its control.

Hyundai has also been not good enough in building a competitive advantage according to the definition given in Waddock et al. (2012: p. 21) that describes four building blocks necessary for building a competitive advantage: quality, speed, flexibility and innovation, responsiveness to customers. So, in order to stay in the competition and maximize the company's profitability, Hyundai's management should come up with a plan, as how to use its resources more efficiently and effectively to make products more competitive as well as affordable to its buyers.

In addition, Hyundai's management needs to give more attention in Total Quality Management in order to avoid procedural errors in future.