

Motorola corporation case essay

Business



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I. Analysis of Strategic FactorsI. 1. IFASThe employees of the Motorola Corporation are highly trained by aptitude and business knowledge, and they observe the information gathered and propose alternative programs.

Motorola analytically scrutinizes technology developments in the market, makes great investments in gaining industrial sources, and advances continuing relationships with some researchers and companies. Motorola management builds an environment for empowerment by highlight “ learning by doing” principle, which maintaining open communication among managers and workers at every level. This environment is strengthened through after action evaluations, and several methods.

Motorola management makes an environment for modernization by maintaining numerous methods that give confidence and allow workers to grow to be more productive (“ Motorola needs radical plan as CEO resigns”, 2003). Motorola emphasize the environment for managerial flexibility in the course of individual development, cross-functional grouping, strategic focal point, complying with their clients, and by advancing cost management. Operation of these methods permits Motorola to run with minimum control. Motorola have aim to present a safe and dynamic working environment for their employees. Motorola regard the employees with reverence and equality constantly. They appreciate the differentiation of varied persons from across the globe. Employment assessments are rooted in business bases, for example abilities, skills, and accomplishments. It goes along with employment regulations.

Motorola are accountable for preserving a safe place of work by implementing safety and wellbeing regulations and systems. Motorola is dedicated to maintaining its place of works exempt dangers (“ Motorola promises product strategy revamp”, 2007). I. 2. EFASMotorola create products that unite people and incessantly do their best to keep on connected to the world they communicate. It represents up-to-the-minute approaches to generate technologically advanced products with low environmental effect. Motorola’s objectives is to make products that preserve resources, include no more than benign materials, exploit small quantities of energy and recyclable. In addition, Motorola make products that ease to build the world become a safer place and help the people continue living in healthier life.

Motorola considers the purchaser and market’s requirements, expectations, and prospects in the arranging process. A strategic marketing is utilized to review the market, interpret the expectations, and recognize the prospects (“ Motorola needs radical plan as CEO resigns”, 2003). Motorola is a well-built supporter and follower of international environmental continuity and recycle programs. Accompanied by their distributors, clients, sellers and recyclers, and on their own, Motorola carry out “ take back” programs around the world. Indeed, Motorola is developing its “ take back” plans to make it simpler for customers to play a part everywhere their products are put on the market. Now, countries where Motorola operates or contributes in “ take back” plans stand for about 90% of their international cell phone unit sales and Motorola are still expecting that amount to keep on rising (“ Motorola needs radical plan as CEO resigns”, 2003).

Motorola save the environment from harm by recovering their environmental implementation and planning environmentally determined products. They attempt to proceed with intelligibility and the top standards of ethics and regulation in leading and running the company for every investor. In addition, Motorola obey all appropriate laws and rules in business.

Motorola endow with unbiased, truthful, well-timed, and easy to recognize information to the community (“ Motorola promises product strategy revamp”, 2007). II. Strategic Alternatives and Recommended Strategy Motorola should provide high value and timesaving gadgets that authorize users to arrange security functions and sustaining software parts effortlessly, safely, remotely in a no-harm trend. If Motorola want to become the global leader in cell phone communications, they must force the development and sustainability of the wider mobility business. Motorola need improve customer’s life and expertise by presenting user-friendly and safe products for the cell phones and solutions mobile network providers and industries (“ Motorola deal highlights struggle for portal power”, 2007).

Motorola should have detailed features for its product, and their employees have to retain information for every feature. Motorola employees must take the whole influence of the list of features into account. As the center of attention is on customer relationships, Motorola should have qualities like a truthfully partner.

Creating relationship and belief is supposed to be in the mind of the Motorola products and services (“ Motorola promises product strategy revamp”, 2007). Motorola are obliged to recognize what their customer want in life, and how Motorola can do their part. Technology that Motorola applied is a <https://assignbuster.com/motorola-corporation-case-essay/>

facilitator to make the customer can take pleasure in an improved life. Motorola must use a blend of inspirational, profit-based, sensitive characteristics, and competition-determined positioning strategies. Motorola should have the individual measurement of cell phone communications and obtain the greatest standing for them self (" Motorola deal highlights struggle for portal power", 2007). Motorola can gain a great product reputation if they know the real meaning of the product, particularly those that influence the user. Undoubtedly, product design is significant to the success of the product. Product design should concentrate on the users and their requirements and summarize in the human technology (" Motorola deal highlights struggle for portal power", 2007).

III. Implementation of the strategy Motorola advance innovation strategy and integration across spread business divisions. As well, Motorola forecast the up-and-coming technologies and markets, together with observing external and internal innovation aspects. They also get the most out of strategic planning data in preference to re-arranging from ground zero annually and recognize occurrences where the corporation might raise technology recycle, adding technology application into the innovative product improvement process (" Motorola Plans New Design Strategy", 2005).

Motorola discovered several alternatives that possibly will ascend and sustain long-range worldwide innovation strategy attempts. Motorola's extraordinary line of attack to strategy and their exclusive viewpoint on the cell phone industry assist them to obtain brand gratitude around the world in the course of a broad range of unique products (" Motorola Plans New Design
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Strategy”, 2005). IV. Evaluation and Control Even though Motorola’s cellular phone business is successful across the globe, Motorola concentrate on a wireless-equipment technology that just comprised half of the United States market prospective.

However, Motorola are suffering in great margin pressure. They require more products in the high-end. Alternatively, by other word, they require a greater position in the cell phone market segment. In today’s world, cell phone industries have to rather correctly predict the viewpoint for international financial systems and then create investments and solutions as a result. The telecommunications industry is maintained by vendor financing and has a blockbuster because vendor financing is a significant part of the buy decision for purchasers.

They have been capable of achieve their objective by continuing a permanent focal point on research and improvement and separating this product segment into smaller business entities (“ Motorola to Acquire Good Technology”, 2007). Motorola is prepared to operate on a daily basis. It performs more competently and more economically for better organizational effectiveness. The collaboration with their partners has been enormously beneficial for Motorola. It is directing to resourceful and innovative solutions that deal with the important business issues of cell phone industry.

Motorola’s worldwide range, scale, broadly well-known products, and international carrier and customer relationships management make them become the best choice for their users. Their integrated philosophy and culture generate thrilling development opportunities for their customers and their workers (“ Motorola to Acquire Good Technology”, 2007).

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V. Reengineering Reengineering is the essential redesign of a company's processes, particularly its business processes. Before arranging a company into useful area of expertise (such as production, bookkeeping, selling, etc.) and observing the jobs that every role completes, company should, consistent with the reengineering concept, be watching whole processes from materials purchase, to production, to selling and delivery. The company should be reengineered into a sequence of processes (" Services", 2007). Reengineering is the starting point for many current improvements in management.

Reengineering proposes to Motorola a trouble-free way out. Reengineering needs discharge everything that exists and suggests reforming an effective business based on absolutely new inspirations. Reengineering supposes that the aspect that restricts company's implementation is the incompetence of its processes and suggests no means of endorsing that supposition (" Services", 2007). Bibliography 500-Employee, \$100 Million R&D Center in Turin, Italy, Continues Motorola's Value-Added Push.

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