

# Example of research paper on general motors swot analysis

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



## **Abstract**

General Motors Corporation was founded in 1908 and is 75 years old is the best-selling car in the world. The founder of one of the largest automotive companies is William Crapo Durant, who was born in 1860 in Boston.

The next major step towards the development of the company was a decision that took in 1927, another president General Motors, Alfred Stone, and the essence of which was to increase operating profit by developing new models. The development of automotive destinations of General Motors in the future can be determined, above all, the merger of other smaller companies also produce cars in a large corporation. Thus its development identified companies such as Chevrolet , Cadillac , etc.

## **The current General Motors is following cars - Saab, Opel, Chevrolet, Pontiac, Cadillac, Buick, Hummer and some other brand.**

The purpose of this work is to develop a SWOT analysis of the most well-known manufacturers of automobiles and components - General Motors.

## **In this paper, we identified the following aspects:**

- 1) The level of well-being and competitiveness of General Motors in the global automotive market
- 2) The planning of strategic objectives, which are used by management General Motors
- 3) SWOT analysis (strengths and weaknesses of the company)

## **Strength**

General Motors Company has the palm on the market in car sales and parts.

Work experience of this market has about sixty years, during which time

General Motors formed a good market position. The market share in the global automated trading is estimated to be over 10%.

Possessing such a large market share, the company can afford to move on to the markets of developing countries, to conduct a full-scale market research, introduce new technology and improve production. In addition, General Motors is a desirable place to work. In 2006, the company took the prize-winning third place in the ranking of the most attractive for companies. Total for all branches and affiliated firms, General Motors employs more than three million employees.

The main factor in the success of General Motors in the growth of the company can be called a good investment in the improvement of the production process (technology). Improvement of production lower the cost of issue costs of production, improve the quality and usefulness of the new cars.

As noted above, the company operates in the market for about 60 years, since 1950. The company has become a leader in the market almost from the first years of its existence. It should be noted that this position has long been a focus for management General Motors. Recent years, the company is actively developing not only car manufacture, but also the production of trains and locomotives electronics.

Such a successful development of the company contributed to the fact that the relevant market for consumption is also a very broad. The car market is

continuously growing and expanding, enabling manufacturers to constantly increase production capacity.

## **Weakness**

Despite the strong management structure, General Motors could not as it should standardize their operations. At that time, as the main competitors of the company - Nissan, Ford and Toyota are increasing share of the world market, the market share of General Motors in recent years reduced, despite the fact that they are still in the lead. At the same time, it should be noted that the European market is still great potential for investment and development. This opportunity should be used.

At the same time, given the fact that the market is a very broad, there is a risk that the demand for GM products will exceed the production capacity of the company. At the moment we cannot say that General Motors is fully ready for such growth the world's economy (car production).

## **Opportunities**

As with any company that operates in an emerging market, General Motors has a chance to develop in a growing market. However, competition from European and Asian manufacturers makes this task quite difficult.

Maybe for the successful promotion of the market, they should implement a serious marketing strategy aimed at growing market share. Need to invest in advertising.

## **Concern General Motors plans to invest in its production capacity in the United States about \$ 16 billion to 2016.**

Concern that a profit in North America the past three years, promises to the middle of the decade to increase the operating margin from 7. 4 to 10 percent. The plans of GM is bringing to market the United States to twenty new or updated models, which will be part of a campaign to revive growth in the domestic market.

At the moment, the concern has 31 companies in the U. S., including 12 assembly plants machines. By 2016, GM plans to open in China, about 30 joint ventures, and the total number of sites in the world to grow to 17

### **Threats**

The main threat (as well as the main field for the opportunity) is an unsaturated market. There is a risk of strengthening the position of competitors. Among the major competitors of GM can be identified such well-known companies such as Toyota, Hyundai, Ford, Tata, Chrysler and others. These companies also have a leading position in the production of cars and can oust the position of GM.

### **Conclusions**

Today, General Motors has a large production plants vast range of vehicles in 33 countries, and the sale of this car is of concern to more than 200 countries. Still, GM continues to move in the same direction to maintain its leading position, increasing the number of products, upgrading existing models and creating new ones, as well as opening their offices in different countries of the world.

## Sources

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