

# Strategic planning process for harley- davidson

[Business](#), [Marketing](#)



This paper provides the outcomes of the strategic planning process for Harley-Davidson, Inc. The first step includes a Competitive Profile Matrix, a vision statement, a mission statement and an external and internal analysis of Harley-Davidson, Inc. The second step is the Matching Stage where Harley-Davidson, Inc.'s internal strengths and weaknesses are matched with its external opportunities and threats. Several matrices, including a SPACE Matrix, an Internal-External Matrix, a Grand Strategy Matrix and a Quantitative Strategic Planning Matrix are developed and help in the selection of an appropriate strategy for Harley-Davidson, Inc. The firm's management selected to pursue from the intensive strategies. These include market penetration, market development, product development and concentric diversification, as well as a focus strategy. The more attractive strategic alternative that H-D will pursue is market penetration of its Buell Motorcycles line. The paper contains many tables and figures. Paper Outline: Abstract Introduction to the Consulting Company Company Description Competitive Profile Matrix (CPM) Vision Statement Mission Statement External Analysis Long Term Analysis Long-term Objectives Matching Stage The Strategic Position and Action Evaluation (SPACE) Matrix The Internal-External (IE) Matrix Grand Strategy Matrix Quantitative Strategic Planning Matrix (QSPM) Strategy Selection Implementation Issues References From the Paper: " H-D's long-term strategic and financial objectives involve increasing its global market share by expanding sales of its high performance and lighter-weight motorcycles to attract women and younger riders while continuing to excel at capturing the loyalty of its older targeted market. It will do this by increasing customer awareness of its high

performance and lighter-weight motorcycles and connecting to its already well-known brand name that exudes high quality and excellent service. The goal of this objective is to have a long-range effect of increased sales of its heavyweight motorcycles as the high-performance and lighter-weight motorcycles are often starter motorcycles for first time riders."