

General motors transnational strategy

Business



Implementation of Transnational strategy by General Motors and Its Impact on Different] Stakeholder By Insert Presented to Name, Course

Institution Name, Location

Date Due

Statement of the Problem and Rationale of the study

General motors' is a multinational organization with and have factories manufacturing vehicles and vehicle accessories in at least 37 countries and has 10 established brands (Pelfrey 2006: 129). The company was the leading automotive seller for 77 years which is the longest time that any automotive company has dominated the automotive industry (Holstein 2010). However, the company was seriously affected by the 2008 economic crisis which led to it closing three of her brands. Since 2008, the company has been observed to continue declining in terms of revenue earned.

Objectives

To indentify GM transnational strategy

To investigate how the implementation of GM international strategy has affected Its different stakeholders

Research Design

The data needed for this research will be collected by analyzing different papers that have been written regarding the strategies written by general motors and also scrutinizing its financial performance from the company annual reports. There are many studies that have been conducted to analyze GM performance.

Expected results

The reason why GM is failing could be as a result of its strategy of having a structure where different brands are created by distinct units that are not

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centralized. This has resulted in creation of competition among different brands thus the company ends up sabotaging its own products (Husted & Allen 2011: 49). The structure is also vertically organized which inhibits communication between the top managers and the employees. This has resulted in a lot of labor union problem which has affected the company productivity (Crumm 2010: 267). GM has also failed to cater for the needs of the customer by developing alternative fuel vehicles in this age of energy crisis. Nevertheless, the company has been successful in entering emerging markets such as China and this has improved its global presence (Dunne 2011: 35).

Reference List

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