

# General motors co.: ways to increase revenue

[Business](#)



General Motors Company General Motors Company A research question is a statement that identifies the phenomenon and events to be studied. It controls and guides how your research will be and it specifies the objectives of the research (Czinkota & Ronkainen, 2007). A well stated and indicated research question will lead to the development of the hypothesis. This paper therefore will focus on the research questions that will be used to study on ways of increasing revenue of General Motors Company.

The study will focus on the following research questions. Which are the best emerging markets that General Motors Company need to center its efforts on? What are the preferences of this kind of market? (Czinkota & Ronkainen, 2007). How will the products be promoted in this market? What kind of marketing can be to influence the buying of their products? Who are the leading competitors in this market? Will merging with another company lead to increased sales? Which is the best company to merge with in order to facilitate the increase in sales of General Motors Company product? Will restructuring our brand positively impact on the number of sales? (Czinkota & Ronkainen, 2007). How is the consumption of fuel by vehicle users in this market? (Czinkota & Ronkainen, 2007). How is the consumption rate of fuel for vehicles of other companies? How can General Motors Company make more energy saving vehicles than its competitors?

It is clear that any good research, usually has some questions to answer and the best results of the research depend on how well these questions were formulated. Therefore, the research on increasing revenue of General Motors Company can be focused on the above discussed questions.

Reference

<https://assignbuster.com/general-motors-co-ways-to-increase-revenue/>

Czinkota, M. R., & Ronkainen, A, I. (2007). International marketing. United States: Thompson