

# [Background of volkswagen](https://assignbuster.com/background-of-volkswagen/)

The Volkswagen is the world leading automobile manufacturers and it is the largest carmaker in Europe. Volkswagen was based in Wolfburg, Germany and they have over 342, 000 employees that able to build up over 21, 500 vehicles a day. Volkswagen production site are located in Europe, America, Africa and Asia.

They divided they car business in to two group is Volkswagen and Audi since 2002. The first brand group of Volkswagen consist of Volkswagen, Å koda, Bentley and Bugatti. And the second brand group Audi comprises of Audi, Lamborghini and SEAT.

Volkswagen aspires to raise its focal point on foundation business, decrease production costs, and improve profitability. To ensure the company can achieve these goals, the company is consider a variety of planned and business growth inventiveness such as divesture of the non core business segments, and preface of new models.

The Product Data Management (PDM) at Volkswagen company will chains engineering teams operating at numerous locations enlarge across four continents. From an information technology perspective, this high scale of geographic division is totally apparent with regard to information contact, management, and high accessibility.

The Volkswagen Company observes well-built profits growth over the past five years. With new slogan “ Think Blue” will ensure that Volkswagen will produce more eco-friendly product, not money and make the world go round. This means that the Volkswagen will think smarter about the sustainability and efficiency toward the business and the product.

## 2. 0 WHAT ARE THE ISSUES OF VOLKSWAGEN COMPANY FACE

The issues happen in Volkswagen:-

## 2. 1Project failure: Volkswagens in the crisis to recall all 2012 Volkswagen Beetle

## In the year 2012, Volkswagen was recalled back 2, 471 vehicle of Volkswagen Beetle model due to the over faulty inhabitant control modules in the front passenger seat. This is related to air bag and sensor control in the front passenger seat. This vehicle was manufactured from February 2012 through August 2012 and operational with the leather sport seats.

## Refer to the National Highway Traffic safety Administration, if the seat of the front passenger get wet, the inhabitant control module may not be functional and would not identify the presence of a child command installed in the seat. (www. vmproblems. com)

## 2. 2 Strategy/Initiatives: The Volkswagen R&D strategy

## In this new era of new century, Volkswagen breaking ice of using hybrid technology in automotive industry. Volkswagen was made their first Volkswagen Golf TDi Hybrid introduction at Geneva Motor Show in 2008 and dazzle and there planning for Volkswagen new hybrid model by 2013.

## 2. 3 Global MIS/Risks: Volkswagen recalled all the Volkswagen Passat due to the fuel system, Diesel

## In the year 2011, Volkswagen was recalled all Volkswagen Passat vehicles, which had been manufactured from January 2011 to June 2011. During the legislative body of these models were built with a diesel fuel filter aspect that may not seal appropriately. Hence, it may cause to fire during the accident.

## 2. 4 Security/Treats: The security upgrade

According to the news the Volkswagen vehicles are one of the ten famous stolen vehicles. In order to prevent the any stolen case Volkswagen looking forward to develop two new security system:-

Anti-theft alarm

Anti-Lock Braking System (ABS)

In this security system it able to protect the doors, boots and car interior against illegal access.

Besides that, the Anti-lock Braking System (ABS) is whenever you coaster brake hard on a greasy road surface, this ABS system will prevents the wheels from locking, and still guide your car safely.

## 2. 5 New Technology: Cylinder Shutoff System in Four-cylinder TSI by Volkswagen

## Volkswagen Company was presents the latest efficiency technology in manufacturing their vehicles. This is called as the world’s first cylinder shutoff system in four-cylinder TSI.

## This new technology is to decrease the fuel expenditure by in the short term shutting off two of the four cylinders during low to mid loads.

## WHAT ARE THE SOLUTION THAT VOLKSWAGEN SOLVING

The Volkswagen treated each of the issues as a serious case and now they was find a solutions to solve the issues to ensure their operation in the organization continued successfully.

## 3. 0 Solution for the Volkswagen

## 3. 10 Project failure: Volkswagens in the crisis to recall all 2012 Volkswagen Beetle

As a remedy towards the issue of the crisis, Volkswagen did created a website which is provided a twenty seven services and monitoring that connected online with the customers when customers had any trouble or problem on their vehicles. In this case Volkswagen will be able to keep track and update if they have any related issue on their vehicles manufacture.

## 3. 20 Strategy/Initiatives: The Volkswagen R&D strategy

As the green environment Volkswagen was planning and developing a few resolution for their hybrid vehicles system which is categories as micro-Hybrib, Full- Hybrid and mild-Hybrid. The company did research, planning and development (R&D) to increase the scale to guarantee they produce the most excellent hybrid model.

Normally they segregate the definition of the hybrid model by two separate method of propulsion, one method of propulsion but with two types of fuels and the vehicle that use electric motors to drive the wheels but the battery can be rechargeable by external or from the generator driven.

## 3. 30 Global MIS/Risks: Volkswagen recalled all the Volkswagen Passat due to the fuel system, Diesel

Due the issue Volkswagen Company did integrated BlueMotion Technology in Volkswagen Passat model. This will ensure that the customer will experience an eco-friendly toward the mobility and efficiency of the sheer luxury vehicles. The BlueMotion Technology means which able to decrease the carbon footprint of the car and increase fuel-efficiency while driving.

Volkswagen also provides the optimized gear ration to increase the efficiency of the vehicles energy.

Beside that for short-term fix, Volkswagen will ensure that the recalled car will replace by the diesel fuel filter element that recognize and approved by the Volkswagen standard.

However for long-term they have to make sure that the manufacturing produce the standard specification in term to install the vehicles.

## 3. 40 Security/Treats: The security upgrade

Beside the two systems, Volkswagen also provided the improvement of the vehicles security system. The three other system that they are implement are alarm system, anti-roll bar and anti-theft alarm system \*plus.

This anti-theft alarm system will provide the most protection and security against vehicles theft with electronic immobiliser. The visual and audible warning signal that appear when the vehicles detected the potential thieves and it will triggered any contact of the vehicles parts. Beside that the ultrasonic system can identify if anyone trying to get into the car through a broken window.

The latest generation of anti-theft alarms has a counsel horn that function in parallel of the car’s own electrical system and a time-controlled alarm that sounds in reaction to the unsanctioned opening of a door.

## 3. 50 New Technology: Cylinder Shutoff System in Four-cylinder TSI by Volkswagen

## The new technology in term of the engine of cylinder shut-off will presentation in the new 1. 4 TSI engine. This is the latest technology to guarantee the vehicles can save the fuel.

## With this implementation of cylinder shut-off on four-cylinder TSI engine in high volume production made Volkswagen been the first manufacturer that involve in this technology.

## While driving at regular moderate speeds, its can recognize the cutting edge technology and this is the greatest benefit to this technology.

## LEARN EXPERIENCE AND THE REALISED OF IMPLICATION

For the report for the Volkswagen issue, Arthur will brief what is their opinion and lesson learn from each of the issues.

## 4. 0 To Reinforce Solution

## 4. 10 Project failure: Volkswagens in the crisis to recall all 2012 Volkswagen Beetle

Even though the Volkswagen company had an issue related to their product, they still put the responsibility with the mistake. They will ensure that they solve the problem open in public to ensure customers aware. This awareness prove that their credibility of the manufacturing and their own brand.

From my view, it show the project failure cause is the lack of the manufacturing and monitoring information given. Therefore it cause the lacking of the air bag issue.

However, the team of Volkswagen able to solve and investigate the problem before it been a big issue to the world of production.

## 4. 20 Strategy/Initiatives: The Volkswagen R&D strategy

In order to ensure that they able to manufacture the eco-friendly vehicle they prove to the customers that was sell the hybrid model. They planning in future that they will produce more hybrid model since it is successful in new century automotive market.

My commentary it is the greatest innovative vehicles that can save the green environment in future and this is most competitive vehicle in the markets.

## 4. 30 Global MIS/Risks: Volkswagen recalled all the Volkswagen Passat due to the fuel system, Diesel

Even Volkswagen is the most famous brand internationally, but any issue happen it will cause the reputation and view of the stakeholder in the market price.

My commentary, Volkswagen have to implement the standard policy and requirement before they product their new model to avoid any case that lost interest of their costumes. Beside that they have to focus and ensure that their supply chain is follows their standard of requirement illegally. This will sustained the value and the reputation of Volkswagen in customer’s views.

## 4. 40 Security/Treats: The security upgrade

From my perspective, the security implementation in the product performance and infrastructure will enhance the attraction of customers to buy the product. From this security technology it will ensure that they satisfy the customer need.

Thus, customer will be secure to use the product in long term period.

## 4. 50 New Technology: Cylinder Shutoff System in Four-cylinder TSI by Volkswagen

## In overall customer are looking forward for this kind of technology that can save a lots of money and fuel. In fact with this technology the engines are prepared with an modern energy management system that enable the seaside and braking phases to produce and accumulate electrical energy.

## Its also the new generation of start or stop system being implement that convince the standard of the vehicle by Volkswagen company.

## The elements of this technology are ancillaries with most optimize energy necessities, a newly designed air-conditioning system and a gearbox preheating system to enlarge the competence of the conduction.

## CONCLUSION

As conclusion, even though Volkswagen carries out the big brand in the manufacturing company they should pay attention toward their production to ensure the quality of their products.

In term of the monitoring the services and quality internationally, Volkswagen did uses Oracle bi-directional duplication to execute their hub and spoke architecture. This hub database will be able to provide three functions. It will be able to strengthen engineering data into a single global depot. It will be able to replicates key tables to remote locations to ensure that their engineering team have dependable and contact to engineering data. Parts from that it will provide isolated locations permanent access to data in the event that their local spoke database are not available.

The hub database is sheltered against failures and data corruptions by a Data Guard reserve database. This database will be able to standby if they have any failure of the hub.

This is show that Volkswagen really concern about their product and their quality of the product. Since this company is the biggest and establish company in the world, they keep on updating the latest technology in their production to ensure that they are able to provide the consumer the quality and maintain as a successful manufacture company in the world.

Only with the good team player and establish company like Volkswagen will ensure the loyalty of the customer to buy their product. With this effectiveness of problem solving toward their issue and implement the new improvement of each new product can ensure the Volkswagen will be able to maintain their excellent condition of their product and services. I personally agreed even though the price of the product is too luxurious, but with the quality and the value the product it is worth buying.

Lastly I can conclude that i had learn that the details information of the Volkswagen company.