In-Class Discussions

07/12/2018

Choose a firm and write an SWOT analysis report.

1. Ford:

Strengths:

* Brand recognition
* Brand loyalty
* Market Share - Pick-up Trucks
* History and Reputation
* Research and Development
* Market Share of Chinese Market
* Variety of vehicles
* Strong dealership network

Weaknesses:

* Recognized as a "middle class" brand - hard to sell to "upper class"
* Lots of Competition
* Heavily dependent on pick-up sales
* Conservative - hard to market to younger crowd
* Dependent on US and European markets
* Poor reputation in US compared to Japanese and German companies

Opportunities:

* New technologies - alternative fuels and driverless vehicles
* VW diesel scandal - makes non-diesel vehicles more marketable
* Growing markets in China, Mexico, India
* New industries, such as Uber makes, vehicles more marketable

Threats:

* Growing German and Japanese markets in the US
* Companies have head start in alternative fuels
* Today's generation drives less than previous generations
* Taxes and tariffs
* EPA - environmental regulations
* Currency fluctuations

2. Disneyland:

|  |  |
| --- | --- |
| **Strengths**   * Different services   + Theme parks, resorts, cruise lines, other entertainment * Focus on experience, not product * Continued improvements * Walt Disney Ideas * Personalized Offers for customers * Strong Brand | **Weakness**   * Balancing image with cost * Balancing between generation * High operation cost * Dealing with the repercussion of operation hazards |
| **Opportunities**   * Expanding market globally * New characters give new opportunities for new merchandise, and services * Being up to date with the most advanced technology | **Threats**   * Competitors   + Sea world, universal studios * Financial |

3. Tesla:

Internal Strengths

* Electric car
* Self driving car
  + Niche competitive advantage
* High profile CEO
  + In a good way
  + Elon Musk constantly in news for altruistic endeavors
* Environmentally friendly product
  + Won an environmental leadership award
* Great brand perception
  + Positioned as luxury product
* Comparatively low wage expenses due to automation
* Model S attained highest safety rating of any car tested
* Penetrating new market of rocket products

Internal Weaknesses

* Limited avenues for maintenance
  + Causes consumers to be angry
* Consistently behind production targets
* Price points are high relative to consumer income
  + Causes them to lose out on middle and low class demographic
* Fail to follow through with company’s stated direction
  + Failed to contribute to rescue of thai children

External Opportunities

* Expansion of product line from just cars to trucks, semis, etc…
* Growing market for environmentally conscious consumers
* Space industry set to take off
* When automation improves their productivity will improve
  + Most of work done by robots

External Threats

* Increased globalization creating more competition
* Other manufacturers, such as Volvo, moving towards electric cars, hybrid cars
* Mainstream cars, such as Cheverolet Bolt by GM, are beating the company in the market for having affordable, long-range electric car.
* The demand for Tesla vehicles