Ford Motor Company Goals and Objectives

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Ford Motors is a global automotive giant with headquarters located in Michigan. The corporation is the second biggest automotive company in the United States, after rival firm General Motors and the fifth biggest worldwide (Panmore Institute, 2017). Based on the company’s vision, the main strategic goal is to achieve global leadership in the automobile industry. To enhance the achievement of this vision is the One Ford mission which was launched by the then CEO, Allan Mulally and his team (Panmore Institute, 2017). The mission is a wholesome context of what the company needs to do to get where it wants to be.

Under the one team, plan and goal, the company believes that it will achieve global leadership. The mission statement is what informs the various goals and objectives the company has outlined. As part of the mission, Ford aims to attain global consistency in the design of its products (Panmore Institute, 2017). A second goal is to satisfy quality expectations from its customers through superb management. Thirdly, Ford targets to enhance production and capacity so as to maximize production. As the fourth goal, the company wants to maximize benefits based on its locations across the globe. In addition, the company is looking to enhance automation of the manufacturing process so as to achieve feasible use of resources. To enhance job satisfaction, Ford’s goal is to maximize the effectiveness of its human resource. Ford also aims at streamlining its inventory management system to become flexible enough such that it suits the varying market conditions. Lastly, the mission aims at streamlining the supply chain to enhance an effective cost management (Panmore Institute, 2017).

A SWOT analysis conducted on the company shows that the company, despite having several weaknesses and strengths to keep it going, the future looks bright, but not without a number of risks and uncertainties. However, with risks come opportunities for growth and a chance to achieve the above-stated goals and objectives. The risks facing Ford Motors are in the form of relative weaknesses as compared to the industry. These weaknesses translate to risks in the context of the growth of the company.

Compared to its rivals, Ford has a constrained scope in terms of global production networks and to that regard, the closure of some of its production facilities in Europe was risky in terms of global sales and market position (Panmore Institute, 2017). Secondly, Ford's products are relatively costly compared to rivals such as Toyota, making it hard to maximize profits due to the risk of low sales projections. Coupled with high market prices for its products, Ford is slow on innovation and this makes it weak in the market (Panmore Institute, 2017). What a slow innovative process causes is the risk of obsolescence of some of its products due to better products by rivals. Obsolescence means that sales decline, revenue diminishes and the company gets lost in debt and losses.

As part of Ford’s growth strategies, there are various opportunities available for the company. Through enhanced marketing and more deals, the company has a chance to expand globally and maintain a competitive advantage. Secondly, the company has been working under the 10 strategic operations management key decisions to enhance innovation effectiveness (Panmore Institute, 2017). Innovation gives the company an avenue to up its product development so as to stimulate demand and price competitiveness in the global market. In its efforts to enhance cost-effectiveness, the company has a chance to expand and enjoy economies of scale from increased production, all through an expansion of the supply chain management (Panmore Institute, 2017).

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