Hyundai

Author’s Name

Name of Institution

Hyundai

**Response #1**

The automotive industry is one of the biggest business sectors in all over the world. The development of a strong distribution network is an essential factor that determines the success of an automotive company in the global market. If an automotive company wants to prevail in the global market then it must create its positive image among consumers otherwise buyers’ perception will be damaged.

**Response #2**

Hyundai Motor Group is one of the most prominent automotive industries in the entire world. Hyundai acquired a competitive advantage in the global automotive industry by attracting a cluster of manufacturers and suppliers. Furthermore, the implementation of a geographical diversification strategy (building plants, employing FDI, establishing R&D centers, and effective marketing subsidiaries) also contributed to its success.

**Response #3**

Hyundai can effectively choose premium quality raw products with the help of using a porter value chain. The brand identity is a crucial part of any automotive company. Hyundai can develop its brand identity by using a porter value chain. With the help of porter chain value, it can enhance its delivery process to the final customers.

**Response #4**

Competitors of Hyundai include Toyota, Volkswagen, and General Motors. According to the competitive strength tool, Toyota is producing over 20 million vehicles in one year, while Volkswagen is producing 10.3 million vehicles. In comparison to them, Hyundai is producing 7.2 million vehicles.

**Response #5**

Currently, Hyundai is controlling 32.8 percent of Kia Motors. Being one of the top automotive companies, it has multiple subsidiaries and over 7000 dealerships as well. Excellence in vehicle design and safety is increasing its sales margin. The frequency of releasing new models is also increasing its overall profit margin. Furthermore, low driving costs and durable cars of Hyundai are significantly making an impact in the global automotive industry.