Your Name

Instructor Name

Course Number

Date

Business strategy

**Answer one**

To pursue its strategy, Ford anticipated the needs of customers and provided innovated services with proper insights by engineers and designers. Diversification by Ford included strategies that were consumer-driven, capital-intensive and oriented to be part of the competition of the automobile industry, globally. It also included complexity reductions which hindered the processes of production and manufacturing of products. The “ONE Ford vision was one of the means to pursue the strategy by making maximum use of the common systems and parts.

**Answer two**

Mulally intended to ensure consistency in all the company segments and promoted teamwork to achieve the goals and plans of the company. The predicted benefit was a culture of accountability and collaboration, more knowledge about the productions and more assets in the company. Mulally transformed the traditional measurements to trending business strategies, while traditional measurement included market shares. The predicted benefits were that it would increase and attract customers in the global business market.

**Answer three**

Mulally was recruited as CEO when the company's core strategy was an innovation which resulted in the downfall of the company. “ONE Ford” vision was created by Mulally for the reshaping of the company aiming to earn more profit after the downfall of the company. He was able to achieve the strategy of profitability during 2009. Mulally was able to compete in the global industry with the help of “ONE Ford plan”, which was the need of the company at the moment.

**Answer four**

Initially, the idea of “ONE” team was highlighted to work on “ONE plan”. Mulally launched 16 new global products, while ten of these global products aimed to support growth in Pacific Asia. The changes in the production services along with the shift in cars were made, while these cars were smaller and fuel-efficient. The company under the leadership of Mulally invested more on the projects and created more job opportunities with the launch of these global products. Mulally followed the market segmentation strategy to emerge in the global business market by promoting innovation and up-gradation of the vehicles.

**Answer five**

The factors included new designing, building, growth, and investments for the services and the other factors included collaborations with new initiatives and companies. The strategic managers were also supposed to follow a trend and to fulfill the demands. The emerging risks due to poor manufacturing of the products and a decrease in sales volume were some of the factors which needed more focus. Making appropriate strategies to overcome the risks and increase the number of sales volumes around the globe.

**Answer six**

To pursue the vision of mobility, the planned approach included finances to plans and maintenance of balance sheets, boost up the development of customer needs and values, products and services. “ONE team” work and aggressive restructuring to function profits with the flow of demands and changes occurring in the model mix was also followed to pursue the vision. The vision of mobility was pursued by prioritizing the values and needs of the consumers. Priorities included the fortification of the profit pillars, transformation of products, and by growing more investments in electrification, vehicles and mobility services.

**Answer seven**

The strategy in the article is inconsistent regarding the vision, mission and strategic objectives. The company before this initiative had to lose profits because of its electric vehicles. Planning of selling an Electric SUV is inconsistent because it does not mainly focus on quality manufacturing and it lacks turnaround plans (Boudette). Adding to the discussion, there are other companies and industries which are competing in the business market, globally. Ford has to create a strong global market by providing quality manufactured products, as well as, create stronger turnaround plans.

Works Cited

Boudette, Neal E. “Ford Wants to Sell You an Electric S.U.V. It’s Called a Mustang.” *The New York Times*, 17 Nov. 2019. *NYTimes.com*, https://www.nytimes.com/2019/11/17/business/ford-mustang-electric-suv.html.