Business Strategy

Student’s Name

Institution

Introduction

Supplementary strategy for General Motors is corporate level strategy, which creates self improvement in motor vehicle design, brand strengthen, manufacturing discipline, margin and competitive pricing. General Motors first focus on design of the vehicles and trucks their output in the market. The focus on design and output of each car is to ensure that every car manufacture by the company is able to serve its purpose in the market. General Motors gives each brand of car produce its own look and reputation instead of mass production (Patterson, 2018). The strategy is to ensure that each brand is unique and designed based on the interest, and purpose a brand can serve. The company is implementing corporate level strategy to improve the brand recognition of each design it produces. For example, Ford Ranger is known for heavy duty and it designed and being marketed by the company for heavy duty work. The same is applied to every design it produce for the market.

General Motors produces vehicles which separate them from others in the market. The vehicles produced by the company are unique and there are distinctions between brands it designed and produced. The strategy is proven to be working since General Motors has improved its sales of different brand to customers. According to Asante (2015), General Motors sales of high heavy vehicles have improved across different countries. It is a clear indicator that the unique designed brand strategy has been working for the company. It has produced several gas free cars to ensure that customers become responsible for the environment. However, the company should continue with the same strategy to produce different brands unique from competitors, which are environment friendly to ensure customers can focus on cars rather than the price. It is recommended for the company to continue with similar production model and improve the gas orientation level.

# References

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