Work 5 Discussion

Student’s Name

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**Introduction**

Harley-Davidson is a leading firm in the provision services. Its sales product v 13% and the total revenue and profitability dropped by 30%. The stock of the company also plugged by almost 70%, therefore, Harley-Davidson witnessed the decline in profit, sales and profitability for the first time in history. It is also established that Harley –Davidson is facing a new challenge in the market which was not there twenty years ago. Its brand value has declined due the decrease in market share and profitability of the company. The overall market value of the company decline, the global sales and the revenue of the company also reduced. Harley \_Davidson has invested heavy in the motor cycle’s industry and the production of the company has increased compared to other companies. The stakeholders of Harley-Davidson are customers (bikes), employees of the company, board of management partners and employees of the company. As stated by DeBord (2018), Harley-Davidson Revenue and Net Income (1990-2013). –1000 0 1000 2000 3000 4000 5000 6000 7000 1985 1990 1995 2000 2005 2010 2015 USD ($) in Millions Year Revenue Net Income Source. This report therefore, presents the analysis of the performance of Harley –Davidson in the market.

Stakeholders play a key role in efficient management and success of a company. In the case of Harley –Davidson, employees are one of the valuable stakeholders which determine the success of Harley-Davidson. Employees are involved in every steps of a company for efficient service delivery. It is reported that the losses incurred by the Harley –Davidson was due to loss of market share, which triggered the profit loss. Without ensuring that employees are motivated and satisfied, it would be difficult for a company to realize growth. The board and shareholders were concern of how the company intends to increase its market and return to profitability. According to DeBord (2018), employees are involved in research and development to invent new technology which can help the company to changes its demographic. With investment on workers, the company would have focused and committed workers. Harley-Davidson should also focus on customers. It is noted that majority of Harley-Davidson are male and most if its products are rejected by female (Ferris, 2019). It would important for the company to focus on customer diversification to bring women to its bracket of customers. This could be realized through investment on modern and efficient brakes and types of bikes, which can e used efficiently by women. Moreover, employees can impact the business through provision of satisfied services to customers. Employees can involve in research and development to introduce new concept, which can be used to produce motor cycles suitable for women customers. Motivated employees would work together with other members to solve the problems to ensure that service deliveries are improved and this could positively impact the company.

Employees and customers (women) can be motivated to engage with the company. Employees are motivated by salaries, wages and other benefits. If a company has a structured method of promoting, paying salaries and taking the interest of its workforce, the entire workforce would be willing to sacrifice and work to provide products which can help in increasing profitability of the company. Therefore, employees would motivated by giving them higher and good benefits, regular promotion and good employment contract. This would allow employees to be committed to the goals and objectives of the company for long and short term deliverables. However, for the success of the strategic plan, the communication with the stakeholders must be effective. The company should deploy email communication as the best communication strategy. The email should be used to convey top decision made by the company for immediate action. Above, having constant meeting with the staff / employees would also improve the growth of the company.

# Bibliography

DeBord, M. (2018). Harley-Davidson is taking a big risk by launching new motorcycles by 2020 to grow its business — but it could pay off. *Business Inside* , 2-15.

Ferris, R. (2019). Harley-Davidson shares tank after big earnings miss. *https://www.cnbc.com/2019/01/29/harley-davidson-q4-2018-earnings.html* , 2-15.