

NISSAN MOTOR COMPANY PRIVATE LTD

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INTRODUCTION

Established in Yokohama City, Kanagawa Prefecture in 1933, Nissan Motor Co., Ltd. currently manufactures vehicles in 20 markets around the world, including Japan. Additionally, they offer products and services in more than 160 markets worldwide. Nissan continues their quest to optimize product development and deliver exceptional, innovative technology.

NISSAN TRUST TCS

Nissan Motor Company has more than 9 years of relationship with TCS. It started with a five-member team in modelling and vehicle CAD data creation. Now TCS is engaged in various areas of automotive electronics and vehicle engineering, diagnostics tool development, software quality, embedded software, verification and validation, power train modelling and vehicle body & chassis design.

EXPERIENCE PARTNERSHIP

Hiroshi states that the partnership with TCS is beyond just delivering projects. TCS with its vast capabilities in analytics, big data, business intelligence and domain helped in constructing Nissan's analytics system.

EXPERIENCE RESULTS

Hiroshi highlights TCS's contributions to Nissan in their nine-year partnership.

Automobile R & D is time bound and quality requirements are of prime importance. TCS has met demanding timelines, good quality requirement is of prime importance. TCS has met demanding timelines, good quality and performance requirements that are needed for automotive research and development projects.

TCS has simplified the overall analytic system architecture by reusing the existing Nissan infrastructure and software, optimizing the time needed for end user in learning the new systems. This saved unnecessary training time of user in learning the new systems. This saved unnecessary training time of maintenance in-charge.

With the online analytics system, 600+ users across multiple geographical locations are now able to view the actual and real time condition of multiple newly launched vehicles.

STRATEGIC ALLIANCE

Strategic alliance is an agreement for cooperation among two or more independent firms to work together towards common objectives. It is not a formation of new identify but a cooperation to reach their common goal while remaining apart and distinct.

Renault Nissan alliance was signed in march 27th, 1999

Headquartered in Amsterdam, Netherlands

Based on cross shareholding agreement

Renaults acquire 36.6% stake in Nissan (44.4% in 2003)

Nissan took a stake of 15% in Renault

OBJECTIVE OF STRATEGIC ALLIANCE

Economy of scale, technological know-how leader for the quality and attractiveness of products & services, reduce costs, improving quality.

ADVANTAGE

Opportunity to reach new markets, increased a brand awareness, access to new customer base, gain a value through alliance.

RISKS

Choosing the right partner, upholding trust and honestly, misunderstandings or conflicts into alliance, political problems, new policies pressures from executive's sides of both companies.

PEST AND SWOT ANALYSIS

PEST

POLITICAL:

Political uncertainly, oil price, various policies and regulations in the automotive industry.

ECONOMIC:

U.S & Western Europe accounted for 65% of the auto industry, Hyperinflation, globalization and less trade restrictions, customers demand for more value on their product.

SOCIAL:

The demand for more Eco-friendly and sustainable automobiles, urbanizing and restructuring the public transportation system to be more eco-friendly, interconnectedness, rising population and rising demand.

TECHNOLOGY:

Technological innovations, technological value addition in the cars such as GPS, heating cars, automatic functions, high number of internet users and online marketing opportunities, interconnectivity of the devices with the automobiles.

SWOT

STRENGTH:

Access to the European market, strong management, strong marketing strategy, innovation and design creativity, strong management, strong marketing strategy, innovation and design creativity.

WEAKNESS:

Less perspectives in the world market, don't have the market share, such as in U.S market

OPPORTUNITIES:

Emerging markets, Increasing emphasize on local sensitiveness and product development.

THREATS:

Intensive competition in global market, deviation from alliance, cultural conflicts, currency exchange rate fluctuation.

QUALITY MANAGEMENT

Product quality is a basic feature in allowing customers to use a product safely and comfortably over the long term. For Nissan, a leading automaker with a strong history of monozukuri, Japan's tradition of careful craftsmanship, product quality is the foundation for our sustainability as a company. We consider quality from the customer's perspective at all times and respond quickly if a defect occurs, striving to prevent recurrence so as not to inconvenience the customer. We ascertain customer dissatisfaction and address it through all possible means, improving quality to increase satisfaction.

Quality reflects how successfully Nissan interacts with its customers. In order to provide the value that customers expect and respond rapidly if they are not satisfied, we listen to all feedback and put what we learn to use in measures to improve quality at every stage, from product design and development to aftersales service.

COMPANY PROFILE

Nissan Motor Co Ltd (Nissan) is an automobile manufacturer. It carries out the design, production and sale of automobile products. The company's product portfolio includes sedans, compact cars, SUVs, sports cars, mini vans, kei cars, light commercial vehicles, and related parts. The company offers automobiles under the brand names of Nissan, Infiniti, Datsun, Nissan Crossing, Nissan Heritage and Motorsports, among others. Nissan also provides credit card and leasing services, non-life insurance and auto financing services. The company markets its products and services through a network of retail outlets in Asia Pacific, Europe, the Middle East, Africa and the Americas. Nissan is headquartered in Yokohama-shi, Kanagawa-ku, Japan.

COMPANY PROFILE

Company Name	Nissan Motor Co., Ltd.
Representative executive officer, president and CEO	Mr.Makoto Uchida
Registered Head Office	2, Takara-cho, Kanagawa-ku, Yokohama, Kanagawa, 220-8623, Japan
Headquarters	1-1, Takashima 1-chome, Nishi-ku, Yokohama, Kanagawa, 220-8686, Japan Map Telephone. 81(0)45-523-5523
Date of Establishment	December 26, 1933
Paid-in Capital	605,813 million yen
Business Outline	Manufacturing, sales and related business of automotive products.
Stock Information	Number of authorized shares: 6,000,000,000 Common stock (issued and outstanding): 4,220,715,112 Number of shareholders: 587,699
Number of Employees	23,166 (non-consolidated basis) 134,111 (consolidated basis)

ADVANTAGE

Nissan vehicles are some of the most fuel-efficient on the road. The Nissan Cube, for instance, requires less than 10 liters of gasoline per 100 kilometers (that's less than 22 miles per gallon US). This allows you to save money every time you fill up at the pump.

The Nissan Almera has one of the best records in terms of safety in its class; it is extremely well-built and handles very well on the road. It also ensures family members remain safe during their daily travels.

Nissan vehicles are known for having long lifespans that far exceed most other brands. For example, if properly maintained, a Nissan Versa can easily last over 370,000 miles without any trouble whatsoever—that's enough to drive across North America over seven times!

Nissan vehicles are great for families. They're extremely safe, have lots of cargo space, and can easily fit car seats in the back seat.

Nissan's rustproofing is second-to-none. Because of this, Nissan vehicles typically last longer than other brands on the road, especially if they are outside of major cities where roads are salted frequently during harsh winters.

Nissan offers all kinds of financing options so you don't have to worry about being turned down by a bank or another financial institution. You'll drive off the lot with your new vehicle very quickly - usually within 24 hours or less.

If your current Nissan model isn't working out, you can trade it in for a new one. Nissan dealerships have been known to do this with complete strangers who have proven themselves trustworthy and reliable drivers. You'll get a brand-new vehicle every three to five years without having to put up a down payment or pay any kind of early termination fees.

DISADVANTAGE

OIL LEAKS

Any car owner is likely to see an oil leak in their time, and there are plenty of makes and models out there that are more prone to this issue than others. Oil leaks in older vehicles are a given, however, there have been issues raised with some of Nissan's newer models. In 2011, for example, a recall was issued by Nissan themselves for over 15,000 vehicles, most manufactured by their luxury division, which had all been affected by excessive oil leaks.

CVT ISSUES

Nissan's Continuous Variable Transmission (CVT) is a feature included in a number of their vehicles, designed to improve efficiency and performance overall. It's a form of shiftless transmission, which has proven to improve overall ride and drive quality, but with new features also come new problems. Nissan owners have reported a number of issues with CVT, including coolant leaks, slipping transmissions and power failures – a number of which occurred while the vehicles were in motion. We don't need to tell you that this was a serious issue, with the potential for serious danger. While cars with this issue were recalled and an extended warranty was issued to cover the cost of repairs, this is still an issue worth keeping an eye out for with your Nissan vehicle.

RUSTING

While some of Nissan's vehicles might be renowned for their lasting power, unfortunately, the manufacturer has been notorious for putting out quite a few rust buckets. The Nissan Navara truck, for example, was so notorious for rusting, that some drivers even reported the vehicle snapping in half. This was particularly common in models released during 2005-2008, but it certainly isn't the only Nissan vehicle that is prone to a spot of rust. To keep on top of any potential rust issues, do regular checks across the whole vehicle and have any and all potential patches fixed by a qualified mechanic as soon as you see them.

FAULTY HOOD LATCH

While a fault latch on the hood of your car might not be a huge issue while stationary, it can present as a much more serious problem while you're on the move. If your hood pops open while you're on the road, this could not only block your view while driving and pose a serious risk of an accident but could damage your windscreen if it swings back hard enough. This was particularly common in Nissan Altima vehicles between 2013-2018, but over 2 million vehicles have been recalled to fix this issue in the past.

REFERENCE

“Introduction”. Dongfeng Motor Company Limited. Retrieved 17 April 2012.

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THANK YOU