

Casestudy

a) Describe how the supply chain is managed by Ford.

Ford Motor Company employs a hybrid supply chain management strategy that balances direct control over its manufacturing facilities and collaborative partnerships with external suppliers.

Ford owns and operates 62 global manufacturing plants, enabling it to directly manage and monitor production quality, environmental impacts and resource use.

For products and services sourced from external suppliers (e.g. component manufacturers and freight providers), Ford takes an active role in engaging suppliers to align with its values of sustainability, quality and ethical conduct.

The company focuses on reducing supply chain environmental footprints by encouraging best practices through supplier engagement, capability building and knowledge sharing.

Ford views its suppliers not just as vendors but as strategic partners, collaborating with them to promote responsible sourcing, compliance and mutual growth.

b. Relate the case with the TOM approach on the basis of customer satisfaction and employee participation.

Ford's practices align seamlessly with the Total Quality Management (TQM) philosophy, which emphasizes continuous improvement, customer-centricity, and employee involvement.

1. Customer Satisfaction

Ford prioritizes delivering high quality safe and sustainable vehicles that meet customer needs.

The company conducts life cycle assessments, invests in fuel efficient technologies, electric vehicles, low-carbon solutions.

2. Employee Participation

Employees, contractors and dealers are involved in safety programs, quality control, community development and innovation projects.

Through training employee empowerment, and ethical work environments, Ford ensures employees are active contributors to quality improvement.

c. Discuss the waste management process and environment protection issues addressed by the company.

Ford demonstrates a comprehensive and forward thinking approach to waste management and environment sustainability.

Waste Management:

Ford has implemented a five-year global waste reduction plan with a bold commitment to achieving zero waste to landfill.

The company uses life cycle assessments to evaluate and minimize the environmental impact of materials and processes.

Environment Protection:

Ford invests in sustainable technologies, including bio-based, recycled and low emission materials. It actively develops alternative fuel and powertrain solutions to reduce reliance on fossil fuels and lower carbon emissions.

d. What are the competitive weapons and success factors of the company to sustain in the market? Explain.

Ford's ability to sustain and thrive in a competitive global market relies on a well rounded set of competitive weapons and success drivers.

1. Technological Innovation:

Heavy investment in electric mobility, low-emission technologies, and advanced safety features.

2. Strong Ethical Branding and Trust:

Named one of the world's Most Ethical Companies by the Ethisphex Institute for several consecutive years.

3. Customer Centric Strategies

Program like Driving Skills For Life show Ford's dedication to customer education and well-being.