
UNIVERSITY OF THE PEOPLE

BUS 2207-01 MULTINATIONAL MANAGEMENT - AY2024-T4

WRITTEN ASSIGNMENT UNIT 5

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Introduction

Management consultants actively engage with organizations, providing advisory and implementation services to enhance business strategies, streamline operational processes, and boost organizational performance. This comprehensive service encompasses strategy consulting, operations consulting, and HR consulting, covering a wide array of areas. Consultants collaborate with clients to develop robust corporate strategies, advise on economic policies, facilitate mergers and acquisitions, and devise digital transformation roadmaps. They optimize sales and marketing efforts, revamp supply chains, and refine sourcing and procurement practices. Additionally, consultants lend their expertise in research and development initiatives, human capital management, talent acquisition and retention strategies, compensation, and benefits structuring, as well as learning and development programs for workforce upskilling (Courtney, 2022).

Ford Motors is a well-known and established automobile company. However, it has faced many challenges and disruptions in recent years. The company has made the strategic decision to stop making several vehicle models that it used to produce in the previous decade. Ford must now adapt its branding strategy and HR practices to remain competitive (Pratap, 2023). This assignment analyzes the potential reasons behind Ford's discontinuation of certain models. It suggests strategies for how Ford can rebrand itself around sustainable and climate-friendly vehicles for the future. The assignment also explores how Ford's human resource practices likely vary across its different geographical locations around the world.

Reasons for Model Discontinuations

Ford stopped making many vehicle models in the last decade. The primary reason was likely shifting customer preferences and demands. Consumers are increasingly seeking more fuel-efficient, environmentally friendly, and sustainable vehicles in today's market. Many of Ford's discontinued models were gas-guzzling, larger vehicles that could not compete with modern alternatives providing better fuel economy (Ford, 2023). Another major factor behind the discontinuations was the rise of new competitors disrupting the traditional auto industry. Companies like Tesla with their innovative electric vehicles made Ford's conventional internal combustion engine models seem outdated and obsolete. Ford realized it needed to adapt its business model and vehicle offerings to survive. By discontinuing its underperforming, less sustainable models, Ford could focus resources on developing new competitive vehicles better aligned with market demands.

Rebranding Around Sustainability

To remain relevant, Ford must proactively rebrand itself around the principles of sustainable mobility and transportation. It should cultivate an image and perception among consumers of being an environmentally conscious company. Ford's marketing can promote its specific plans and investments into expanding its lineup of electric and hybrid vehicle models. The company can tout its R&D efforts in advancing battery technology and range for EVs. Ford must convince the public that it is genuinely committed to sustainability as a core part of its mission. The company should also rebrand itself as an innovative leader in the future of mobility solutions beyond traditional car ownership. Ford's marketing can highlight its research into self-driving and autonomous vehicle technology, as well as new ridesharing mobility services (J.C. Lewis Ford Statesboro, 2023).

Global HR Practice Variation

Given its worldwide operations, Ford likely has human resource practices that vary to some degree across its different geographical locations. Strategies around recruiting, talent acquisition and employer branding need to be tailored by region based on local labor pool characteristics and competition. Certain areas have deeper pools of specialized automotive talent than others, impacting hiring approaches. Employee training and development programs also differ based on regional needs and regulatory environments which can impact necessary skills and certification requirements. Policies around occupational health, safety standards, labor relations and union involvement depend heavily on the specific local laws in each country. Compensation packages including salaries and benefits are designed to be competitive and conform with cultural norms and the costs of living in each global market. Overall management leadership styles and philosophical approaches can also shift somewhat based on regional norms, although Ford strives to promote unified core values across its international operations.

Conclusion

The automotive industry faces continual disruption from shifting consumer demands, new technologies, and competitive threats. Ford made a wise strategic decision to discontinue certain vehicle models that could not adapt to these changing conditions. Now Ford must focus on rebranding itself as a leader in sustainable transportation solutions like electric and hybrid vehicles. It should market itself as an innovative mobility company exploring self-driving cars and rideshare services beyond traditional car ownership. While optimizing HR practices to the local conditions across its global operations, Ford can still maintain unified core cultural values. With thoughtful rebranding, new product innovation, and transforming its HR strategies, Ford

can successfully navigate industry upheavals to remain an automotive leader for decades to come.



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