

MAZDA MOTOR CORPORATION
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**WARIS
DAMKHAM**

6388014 SEC 1



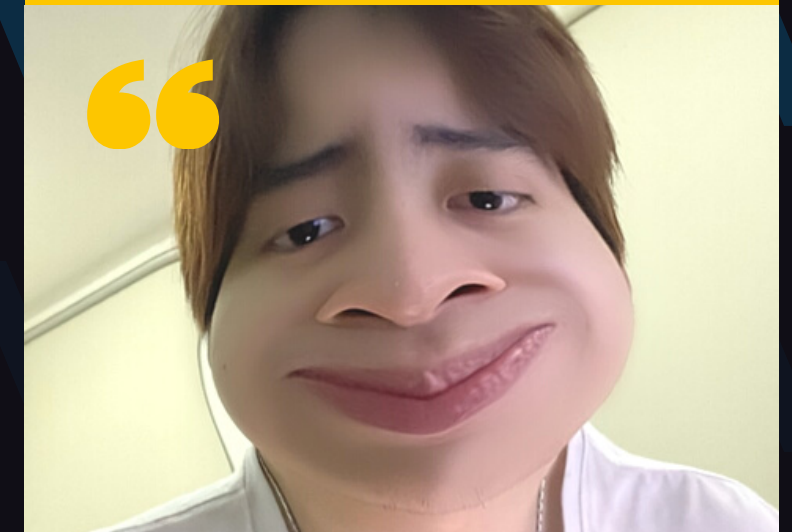
**THANAWATH
HUAYHONGTHONG**

6388016 SEC 1



**PATTANAN
KORKIATTRAKOOL**

6388022 SEC 1



**NAPHAT
SOOKJITSUMRAN**

6388059 SEC 1



OVERVIEW OF MAZDA



**"WITH PASSION, PRIDE,
AND SPEED, WE
ACTIVELY
COMMUNICATE WITH
OUR CUSTOMERS"**

THE MISSION STATEMENT

VISION

**"TO CREATE NEW VALUE, EXCITE AND
DELIGHT OUR CUSTOMERS THROUGH
THE BEST AUTOMOTIVE PRODUCTS AND
SERVICES"**

CORE VALUES

**"WE VALUE INTEGRITY,
CUSTOMER FOCUS, CREATIVITY,
AND EFFICIENT AND NIMBLE
ACTIONS AND RESPECT HIGHLY
MOTIVATED PEOPLE AND TEAM
SPIRIT. WE POSITIVELY SUPPORT
ENVIRONMENTAL MATTERS,
SAFETY, AND SOCIETY. GUIDED
BY THESE VALUES, WE PROVIDE
SUPERIOR REWARDS TO ALL
PEOPLE ASSOCIATED WITH
MAZDA."**

CULTURE OF MAZDA

THE HUMAN-CENTERED DESIGN CONCEPT ADDRESSES OPTIMAL BODY FIT FOR BOTH SEATS AND INTERNAL EQUIPMENT INSIDE THE INTERIOR SPACE, AND ANOTHER UNIQUE ASPECT IS THE 'SKY ACTIVE' TECHNOLOGY.

STRATEGIES OF MAZDA



**Mazda's strategy during the
Covid-19 pandemic**



**Sustainable Zoom-Zoom
2030**

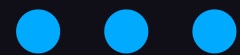


**Mazda's Vision, Mission
statement, and Values**



Mazda's Millennium Plan

MAZDA'S STRATEGY DURING THE COVID-19 PANDEMIC



**MAZDA ADJUSTS ITS BUSINESS
STRATEGY FOR SUSTAINABLE GROWTH,
INCREASING BRAND VALUE AND
CUSTOMER EXPERIENCE TO ADAPT TO
THE COVID-19 SITUATION BY USING THE
“MAZDA CPO” (CERTIFIED PRE-OWNED)
STRATEGY.**

-MAZDA-

SUSTAINABLE ZOOM-ZOOM 2030



Earth



Society



People

MAZDA'S VISION, MISSION STATEMENT, AND VALUES



Vision



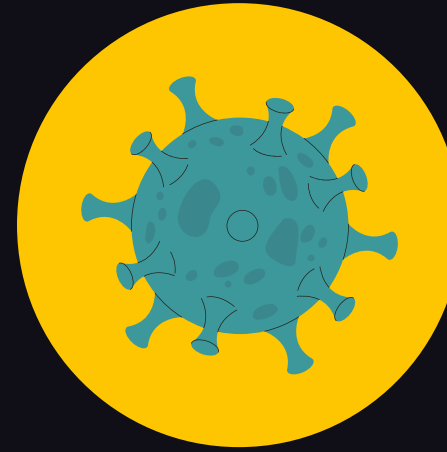
Mission



Value

MAZDA'S MILLENNIUM PLAN

ITCS361_MANAGEMENT INFORMATION SYSTEMS



Pillar #1 Growing the business



Pillar #2 Restructuring and reform



Pillar #3 Creating synergies with the Ford Motor Co

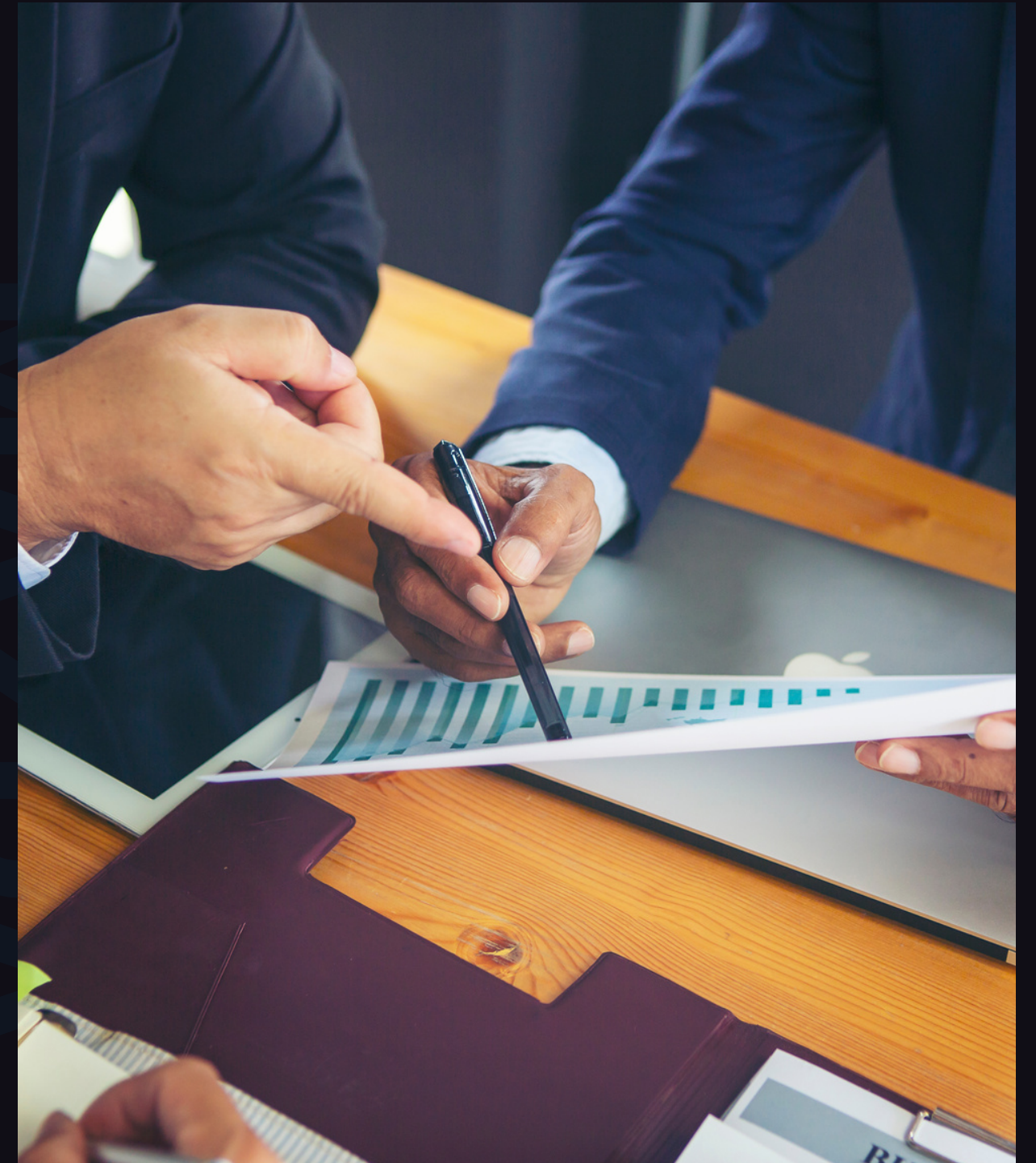


Pillar #4 Enabling our people

Organization Structure of Mazda

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- THE HIERARCHICAL STRUCTURE AS ITS ORGANIZATION STRUCTURE, TO CLEARLY SEPARATE LEVELS OF HUMAN RESOURCES.
- MAZDA THE HIERARCHICAL STRUCTURE IS AN ORGANIZATIONAL STRUCTURE THAT FOLLOWS A CHAIN OF COMMAND FROM THE TOP EXECUTIVES TO REGULAR EMPLOYEES WHICH RESEMBLES A PYRAMID.



Mazda's main products and services

• • •

- TO MANUFACTURE CARS AND APPLY SPECIFIC TECHNOLOGIES TO VEHICLES OF VARIOUS MODELS.
- PROVIDING AFTER-SALES SERVICE TO CUSTOMERS IN MAINTENANCE AND HEALTH CARE OF VARIOUS VEHICLES, AS WELL AS GIVING ADVICE.



MAZDA



Customers



The potential customers of Mazda are the people who want a car that is durable and an engine that can perform at high speeds but is smooth while driving. It has a distinctive, sleek design and cutting-edge technology that can be adapted to the car. It also has technology that is friendly to the environment.

-MAZDA-



Suppliers



- **Changan Mazda Engine Co. Ltd. began production of engines for Mazda cars in April 2007.**
- **The plant will continue to produce engines for supply to Changan Mazda Automobile Co., Ltd.**
- **Through this investment, Mazda aims to strengthen the growth of the automotive industry.**

MAIN COMPETITORS



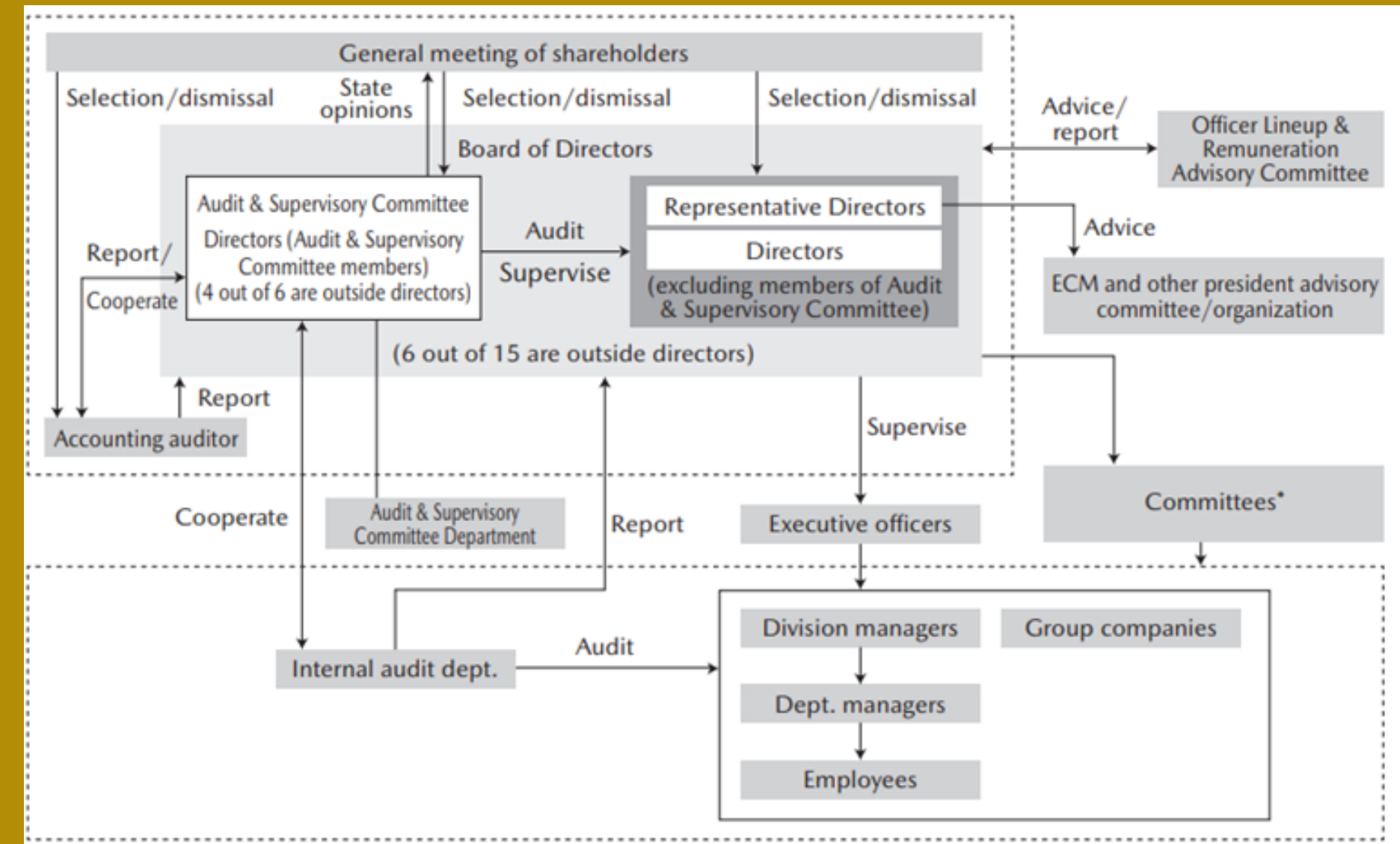
Toyota

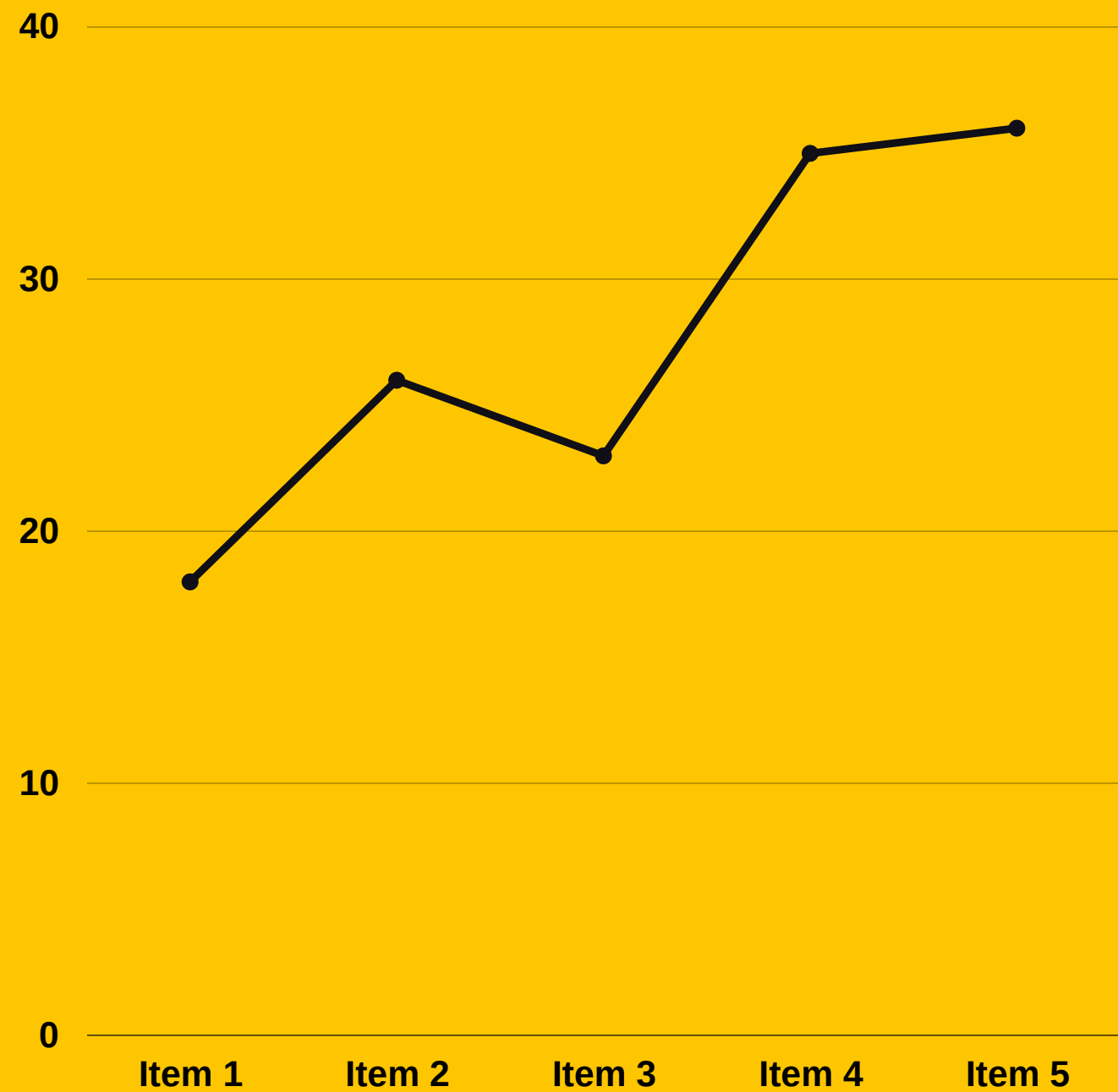


Honda

IT AND MIS SYSTEM OF MAZDA'S COMPANY

- FINANCIAL CALCULATION
- CUSTOMER INFORMATION
- PRODUCTION RESOURCES





Mazda's Company Issue

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- Environment Quality Check
- Suppliers Management



5 KEY BUSINESS PROCESSES

- **SUPPLY CHAIN
PROCESS**

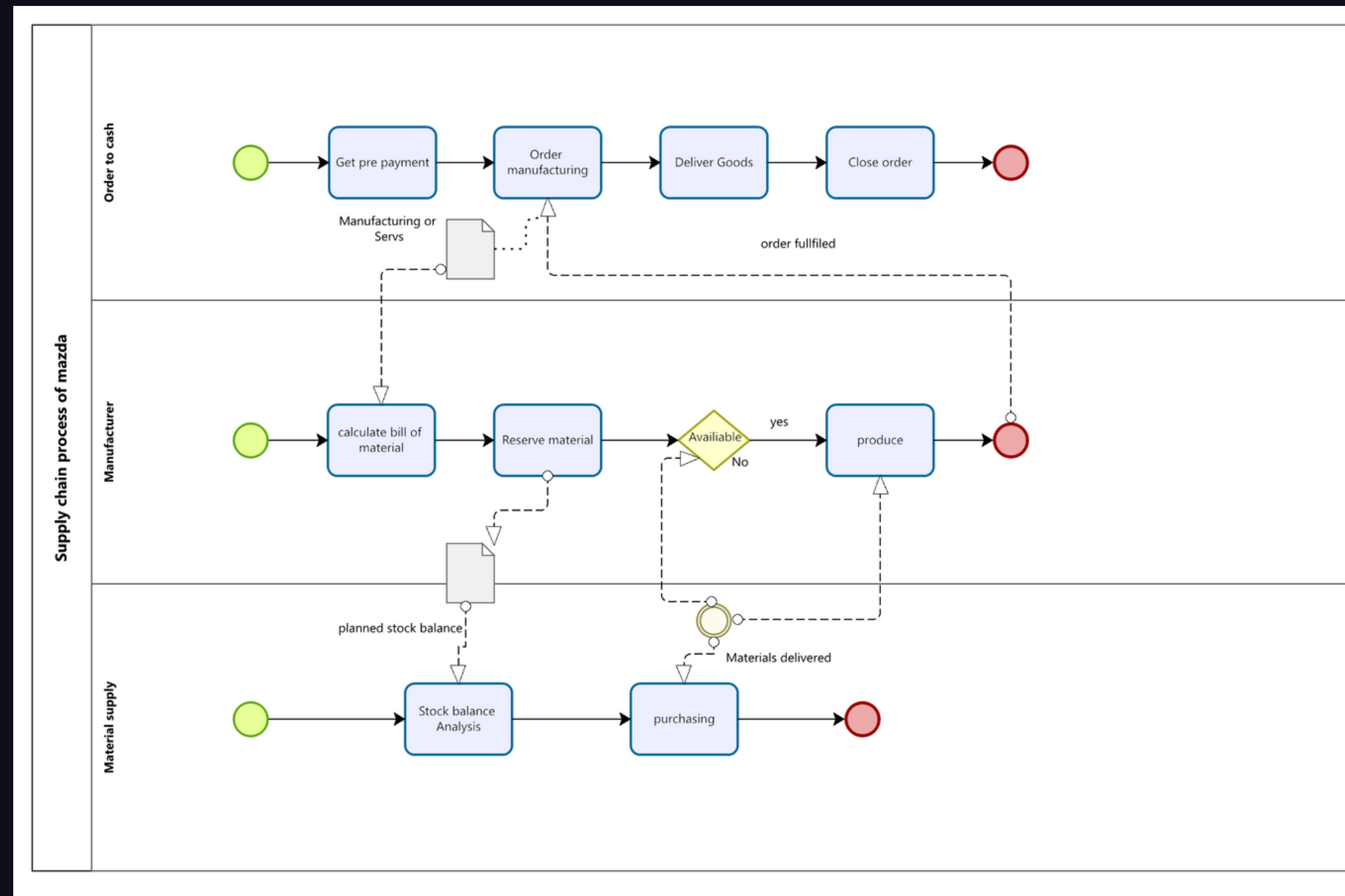
- **ANALYZING**

- **CAR PRODUCTION**

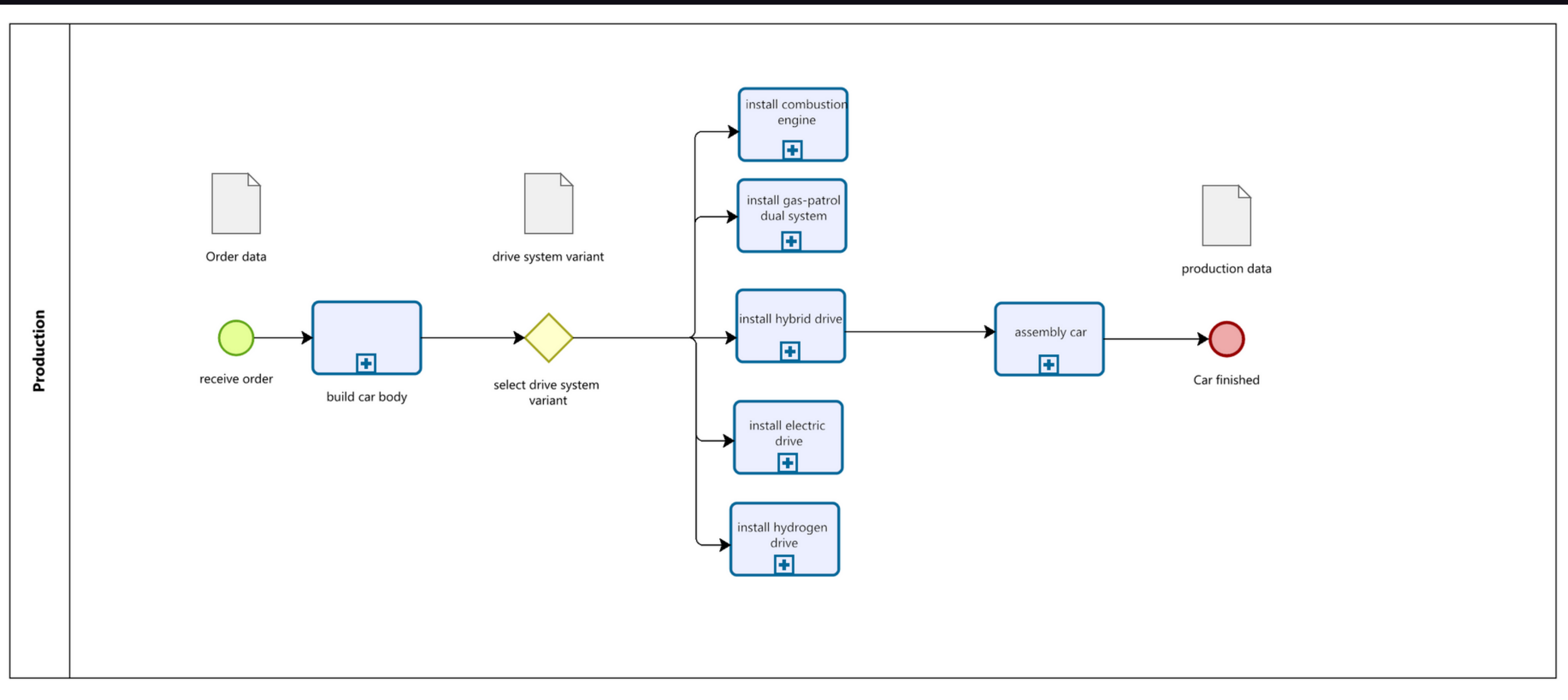
- **EVALUATING**

- **PRODUCT DEVELOPMENT AND
PRODUCTION**

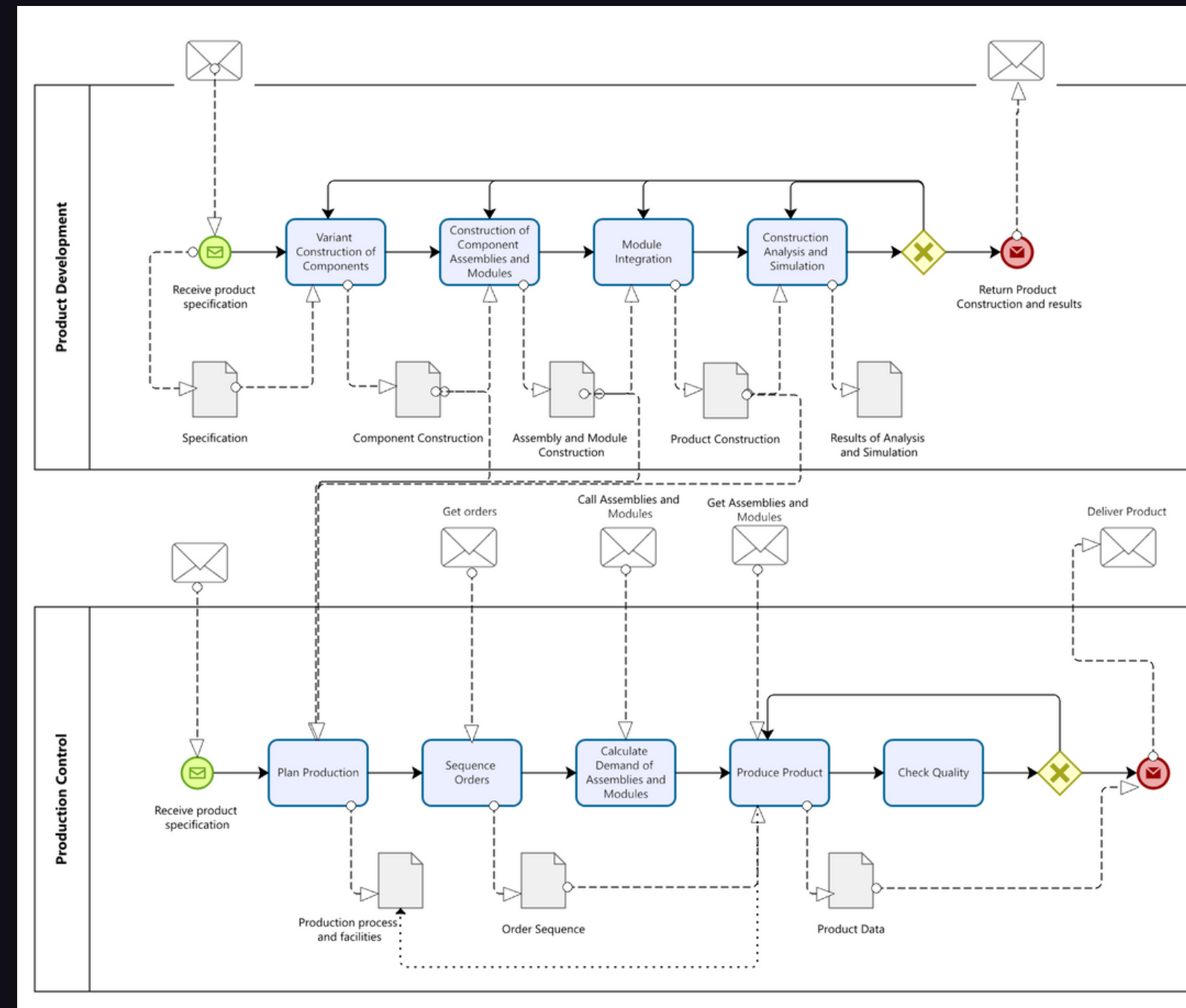
SUPPLY CHAIN PROCESS



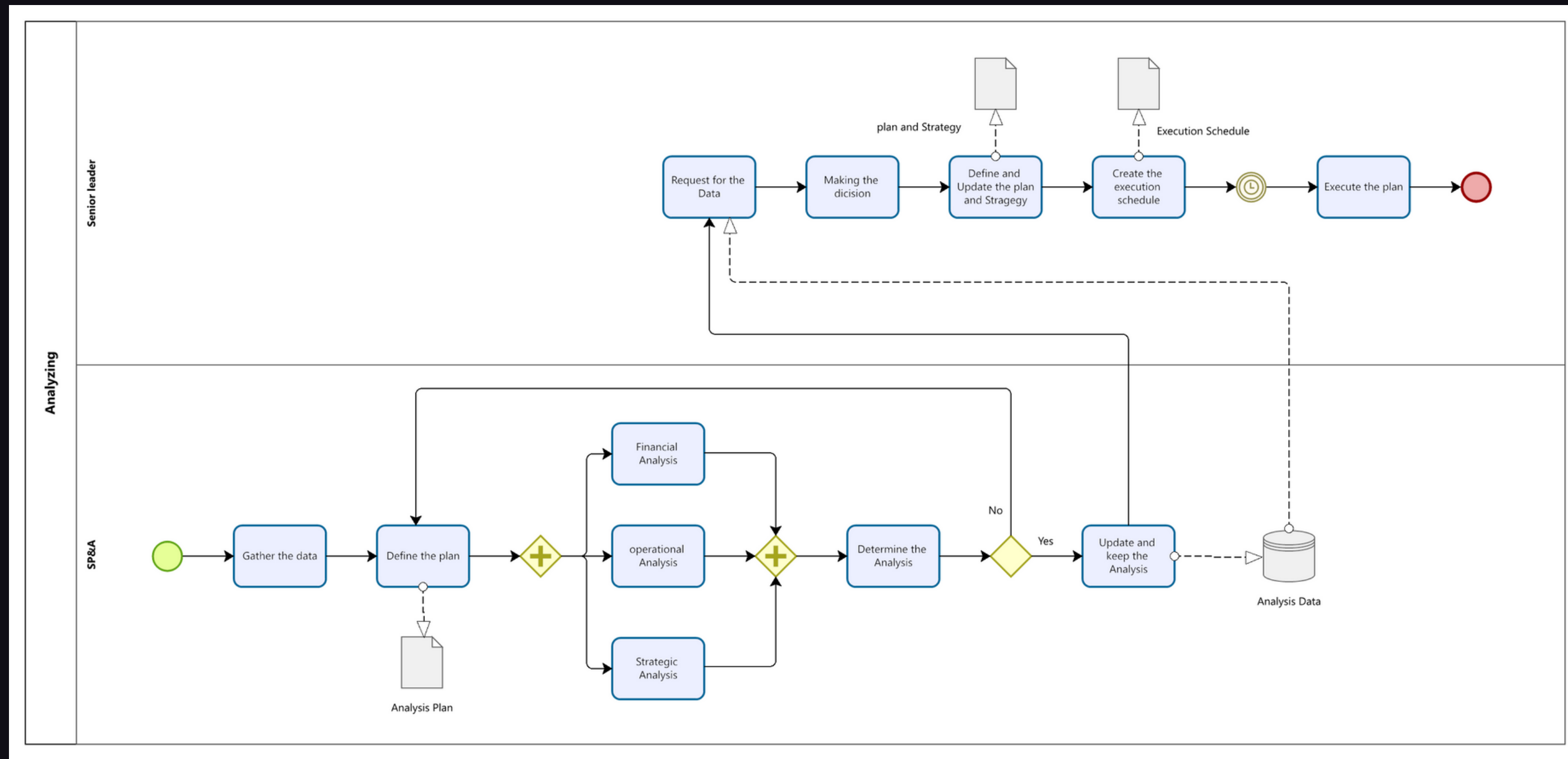
CAR PRODUCTION



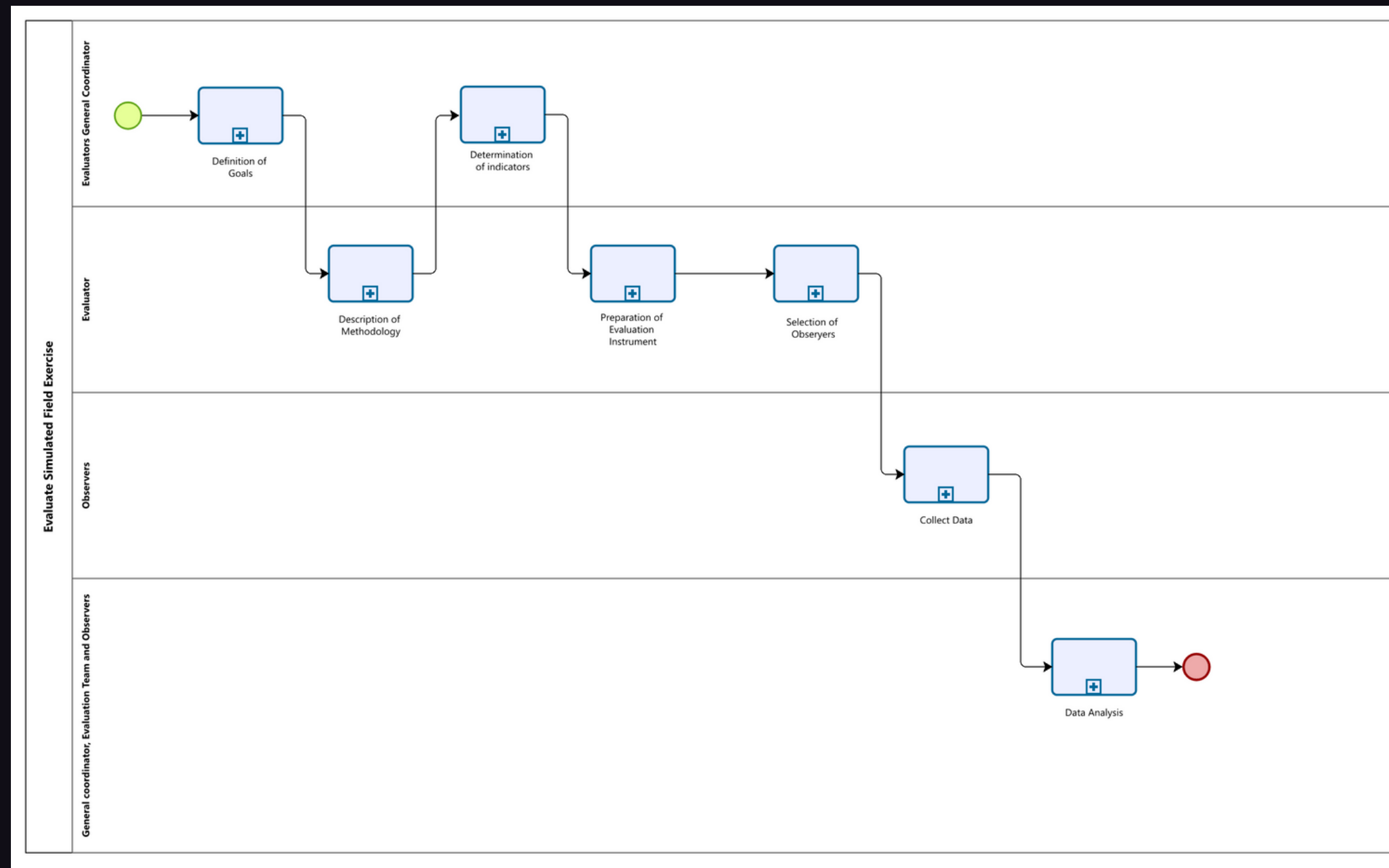
PRODUCT DEVELOPMENT AND PRODUCTION



ANALYZING



EVALUATING



Mazda's supply chain redesign and BPMN

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BUSINESS PROCESS REENGINEERING OR BUSINESS PROCESS REDESIGN IS A MANAGEMENT INITIATIVE THAT STRIVES TO IMPROVE EFFICIENCY OF ORGANIZATIONS' WORK PROCESSES. MAZDA INVENTED THE TERM THROUGH THE USE OF HUMAN-CONTROLLED MACHINES.



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THANK YOU

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