Logo

Description automatically generated

Project Phase 1: Mazda Analysis and Business Process Modeling

By

Mr. WARIS DAMKHAM 6388014

Mr. THANAWATH HUAYHONGTHONG 6388016

Miss PATTANAN KORKIATTRAKOOL 6388022

Mr. NAPHAT SOOKJITSUMRAN 6388059

**Submitted to  
Assoc. Prof. Dr. Jarernsri Mitrpanont**

A Report Submitted in Partial Fulfillment of

the Requirements for

ITCS 414 – Information Retrieval and Storage

Faculty of Information and Communication Technology

Mahidol University

2021

**Executive Summary page**

Through group project: Project phase 1 of ITCS361 Management Information System, Mazda Motor Corporation is selected for our study.

This report consists of:

- Business Overview

- How MIS and IT important for organization problem solving

- 5 Keys business Process

- BPMN of selected company

- Discussion and conclusion

To achieve the objectives of the study report which are:

- To study the selected organization structure, strategy, value and vision and their management information system.

- To study, exemplify, and design business process models by using the BPMN.

**Table of Contents**

[**Mazda Motor Corporation** 1](#_Toc114956643)

[**Overview of Mazda** 1](#_Toc114956644)

[**The mission statement of Mazda** 1](#_Toc114956645)

[**The vision of Mazda** 2](#_Toc114956646)

[**The core values of Mazda** 2](#_Toc114956647)

[**Culture of Mazda** 3](#_Toc114956648)

[**Strategies of Mazda** 3](#_Toc114956649)

[**Mazda’s strategy during the Covid-19 pandemic** 4](#_Toc114956650)

[**Sustainable Zoom-Zoom 2030** 4](#_Toc114956651)

[**Mazda’s Vision, Mission statement, and Values** 6](#_Toc114956652)

[**Mazda’s Millennium Plan** 6](#_Toc114956653)

[**Organization Structure of Mazda** 7](#_Toc114956654)

[**Mazda’s main products and services** 7](#_Toc114956655)

[**Customers** 7](#_Toc114956656)

[**Suppliers** 8](#_Toc114956657)

[**Main competitors** 8](#_Toc114956658)

[**Toyota** 8](#_Toc114956659)

[**Honda** 8](#_Toc114956660)

[**IT and MIS system of Mazda’s company** 9](#_Toc114956661)

[**Mazda's Company Issue** 11](#_Toc114956662)

[**Conclusion** 12](#_Toc114956663)

[**Reference** 14](#_Toc114956664)

# Logo Description automatically generated**Mazda Motor Corporation**

## **Overview of Mazda**

Mazda Motor Corporation commonly referred to as simply ‘Mazda’, is a Japanese multinational automotive manufacturer which was founded on January 30, 1920, and Mazda’s headquarters was located in Hiroshima, Japan. The current CEO, President, and Representative Director for Mazda are Akira Marumoto. Mazda’s main goal in business is to manufacture and sell passenger cars along with commercial vehicles, with Mazda’s main products being four-wheeled vehicles, gasoline reciprocating engines, diesel engines, and vehicle automatic and manual transmissions. Mazda currently has net sales of 2,882.1 billion yen from capital of 284 million yen, with those sales coming from global product sales of 1,287,501 vehicles in more than 130 countries which extend over 212 branches in Japan and 136 branches overseas.

## **The mission statement of Mazda**

Every company that offers services to the public wants to ​encourage and assure customer trust that they are investing in quality vehicles. Automakers and related companies in the industry tend to establish extensive mission statements to serve as promises of reliability to consumers and so is Mazda. The core of Mazda's mission statement is Products that delight and facilitate customers. With the motto "With passion, pride, and speed, we actively communicate with our customers to deliver insightful automotive products and services that exceed their expectations." of Mazda. Mazda builds this mission with excellent and modern technology and performance of the vehicle, and consistent after-sales service, giving customers the confidence to absolutely choose Mazda.

## **The vision of Mazda**

Mazda's love for cars has made the company want to produce cars that can delight and enrich people's lives. Mazda envisions and strives to produce vehicles that are sustainable and environmentally friendly to the world and society. Moreover, Mazda is ready to face challenges with creativity to create the best cars for customers.

Mazda committed to 3 rules to make the best of its customers. Firstly, Brighten people’s lives through car ownership. Secondly, Offer cars that are sustainable for the earth and society to more people. Last, Embrace challenges and seek to master the Doh (“Way” or “Path”) of creativity. Mazda's Brand Essence is “Celebrate Driving” which is not just about driving performance but also about choosing a Mazda vehicle as a gift to a confident and proud owner. All of this can be explained by Mazda's visionary slogan, which is "To create new value, excite and delight our customers through the best automotive products and services"

## **The core values of Mazda**

Based on Mazda's outstanding reputation for creating vehicles with sleek, cutting-edge designs and state-of-the-art technologies that make cars of higher efficiency and quality. In addition, Mazda also focuses on developing the mindset of the management team and all employees in order to provide the best service and offer the best products to customers. Mazda's values give further guidance to employees in their daily decision-making and actions. The Mazda Values are "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**

Mazda has earned the confidence of consumers and customers seeking a car with user-friendly technology and meticulous attention to detail. Mazda's primary objective is to make the driver and passengers feel secure and comfortable. 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. In addition to a fuel-efficient and fun-to-drive engine, the car's body and driving have also been improved by reinforcing the vehicle's construction. Moreover, it is crucial to reduce carbon dioxide emissions from the production line to the final product apart from that, the form and design are contemporary and accessible to all user groups, including the introduction of automobile models in demand in a competitive market in order to develop and give customers value when making selections.

Diagram

Description automatically generated

SKYACTIV-VEHICLE ARCHITECTURE

## **Strategies of Mazda**

In terms of human resources, Mazda focuses on employee development with a focus on customers, creativity, and efficient and agile operation. Mazda has also adopted a strategy to produce products that are environmentally and socially conscious.

### **Mazda’s strategy during the Covid-19 pandemic**

The past Covid-19 outbreak has caused a widespread impact on all industrial business systems as well as the automotive industry. Therefore, 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's executives predict that the automotive industry for fiscal 2022 will have cumulative sales of about 820,000 to 850,000 vehicles, and he believes Mazda will sell more than 40,000 vehicles, a 15% increase due to The situation that has improved due to several factors. In the fiscal year 2022, Mazda is preparing to penetrate the used car market by offering customers quality used cars with the new business "MAZDA CPO". The “MAZDA CPO” is an exchange channel under the trading cycle management strategy that customers will benefit the most from being Mazda car owners 'Used Mazda cars' are certified by Mazda Sales (Thailand) and passed a 100-point inspection. MAZDA CPO will increase the residual value of Mazda used cars also enhance Mazda's brand value and increase customer confidence. Currently, MAZDA CPO has opened 9 branches and expects to increase 18 branches to 38 branches nationwide by 2025.

### **Sustainable Zoom-Zoom 2030**

Diagram

Description automatically generatedMazda announced, "Sustainable Zoom-Zoom 2030," a new long-term vision for technology development that looks ahead to the year 2030, in August 2017 under the original version. The company has striven to offer both driving pleasure and outstanding environmental and safety performance. Considering the rapid changes taking place in the automotive industry, the new vision takes a longer-term perspective and sets out how Mazda will use driving pleasure, the fundamental appeal of the automobile, to help solve issues facing people, the earth, and society.

Sustainable Zoom-Zoom 2030 can be enlarged in 3 facets: Earth, Society, and People.

1. Earth - Perpetual conservation initiatives by creating a sustainable future in which people and cars coexist with bountiful and beautiful earth.
   * Expand measures for CO2 reduction from a "good for the wheels" perspective, considering emissions throughout the vehicle life cycle.
   * Aims to reduce corporate average "good for wheels" CO2 emissions to 50 percent of 2010 levels by 2030 and achieve a 90 percent reduction by 2050.
   * Prioritize efficiency improvements and measures for cleaner emissions implemented in the real world.
   * In 2019, began to introduce electric vehicles and other electric drive technologies. In a region that uses a high percentage of clean energy to produce energy or restricts certain types of vehicles to reduce air pollution.
2. Society - Good and efficient cars can deliver a society that offers safety, peace of mind, and convenience, and creates a system that enriches people's lives by bringing unlimited mobility to people everywhere.
   * Develop more advanced safety technologies under the Mazda Proactive Safety philosophy, working toward the goal of eliminating traffic accidents and further enhancing safety fundamentals.
   * Promote further standardization of i-ACTIVSENSE advanced safety features, which help drivers recognize and assess potential hazards; in addition to Japan, where they are already becoming standard, gradually make these technologies standard in other markets starting in 2018.
   * In 2020, Mazda Begin testing autonomous driving technologies currently being developed in line with Mazda's human-centered 'Mazda Co-Pilot Concept\*1', aiming to make the system standard on all models by 2025.
3. People - Elevate customers' mental health with the satisfaction that comes from protecting the planet from unnecessary pollution and helping society with cars that deliver true driving pleasure.

### **Mazda’s Vision, Mission statement, and Values**

A good strategy needs to be built on a good foundation that clearly states an organization’s view of the future and its values. Mazda satisfies this requirement with the following vision, mission, and values statements taken from Mazda. According to the slogan mentioned in the Mission statement, Vision, and Value sections.

### **Mazda’s Millennium Plan**

Mazda's strategy can best be described by examining its mid-term (four-year) plan called its Millennium Plan. This plan was introduced in November 2000 and continues to provide the framework for all of Mazda’s actions. It is made up of four parts called “pillars” which can be separated into 4 pillars.

* 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**

Mazda Motor Corporation uses 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 employs this management style, with its headquarters in Hiroshima overseen by Akira Marumoto, CEO of Mazda, and subdivided into positions such as senior director of managing and manager, but all positions are controlled by the CEO and president.

Moreover, The Company has established a structure to support the Audit & Supervisory Board members in the performance of their duties, staffed by employees who are not responsible to the Board of Directors, with personnel assignments and performance appraisals carried out through advance discussions between the Human Resources Department and the full-time Audit & Supervisory Board members. Full-time members of the Audit & Supervisory Board present information to outside members prior to meetings of the Board of Directors and of the Audit & Supervisory Board, or during meetings of the Audit & Supervisory Board, based on the knowledge and judgment they have gained from participation in management meetings and other significant meetings, as well as from their daily audit activities.

## **Mazda’s main products and services**

Mazda is a Japanese multinational automotive manufacturer. Mazda's main product line is to manufacture cars and apply specific technologies to vehicles of various models. Along with providing after-sales service to customers in maintenance and health care of various vehicles, as well as giving advice.

## **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.

## **Suppliers**

Since Mazda is a multinational automotive manufacturer company, the most important part is the engine. At the present, Mazda uses engines from Changan Ford Mazda Engine Co., Ltd. with Changan owning 50 percent of the shares and Ford and Mazda 25 percent each. It began production of engines for Mazda cars in April 2007. After the name change, 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 by continuously delivering attractive, high-quality vehicles that drive vehicle ownership value.

## **Main competitors**

A picture containing shape

Description automatically generatedThe main competitors have the advantage in ​price and quality of the car.

### **Toyota**

* Pros: The durability of the engine and the rather more elegant design and there are many service centers.
* Cons: Lacking some state-of-the-art technology and product promotion.

Shape

Description automatically generated with medium confidence

### **Honda**

* Pros: Offering well-rounded vehicles that offer tons of value
* Cons: In comparison to its rivals, it has fewer automobile functionalities.

# **IT and MIS system of Mazda’s company**

Graphical user interface, diagram

Description automatically generated Mazda's information management system utilizes a management system that manages both internal and external data resources. The management of the management system inside the company entails the management and planning of the marketing of automobiles and components, as well as the management and planning of production lines located in various areas and production bases throughout the globe. which collects trading and distribution statistics and procurement of production resources to plan future investments to target customers with diverse consumption needs consistent with the collection and data collection of consumers who are willing to choose from a wide range of vehicles initially launched, including entry-level and high-end models, to determine the response and demands of potential consumers in each age group. purchase and the accumulation of flaws or inferiority compared to rivals that impact sales Alternatively, to adjust or decrease the output of each model to improve sales and purchases.

Mazda is also a key priority in terms of technology information for supporting business growth, as seen by their development of a sales data and information model. A design application or website that offers a simulation of picking the car options, from the engine, color, and interior design to the computation of planning costs for customers interested in buying. including the ability to select a nearby site or service center in every region of the nation and world.

Graphical user interface

Description automatically generated

Example of IT system

Table

Description automatically generated

Example of IT system

# **Mazda's Company Issue**

Mazda's concern, which has been a hot topic and trend for some time, is recalling over 42,000 vehicles back to the plant for examination owing to non-functional seat bag issues and the possibility of fire. can comply the production base where the issue is located is in China, where Takata Corporation provides the airbags, allowing Mazda to be more careful and examine the quality of autos in China. This is a result of the management and strategy companies' current issues, which must be handled in order to maintain their trading position with other suppliers. Mazda cannot positively impact these things. and conversely These elements have a direct impact on the company's operations and performance. Mazda must therefore guarantee that it regularly evaluates and monitors the external environment to ensure that it responds to external influences and that they are considered during strategic decision-making and strategy formulation. Businesses such as Mazda utilize strategic modeling tools on a continuous basis to maintain awareness of their external environment. This includes instruments like Porter's Pest Control and the Five Force Models, as well as Strategic Cluster Analysis and Pentagon Analysis. A third-party review of Mazda case studies will examine the company's business environment using strategic models and techniques.

Mazda's data gathering will be able to resolve the situation more effectively by handling the information meticulously and consistently, by analyzing the statistics of all occurrences of problems, and by altering its strategy. Information Management Systems It is essential for advancing the business in an intelligent manner and creating case studies.

# **Conclusion**

In conclusion, all three modeling software tools provide services and functions for using tools for the purpose of creating a business process model and notation. These three services are similar but simultaneously have slightly different details and features. First of all, Signavio and Monday.com are available in a Web-based version. But at the same time, the Bizagi Modeler is only available on the downloaded version on the user’s device, which means that the user must install the software program before starting to create the BPMN. The user will not be able to view or modify tasks via an online platform. Second, the specification of BPMN version 2.0 is now widely used and accepted. The three services, which are Signavio, Bizagi Modeler, and Monday.com, have the ability to use BPMN version 2.0 as well. Another similarity between these three services is the accessibility to customized tasks. Users are able to access all the customization and editing of the business process model and notation. Next is the real-time asynchronous collaboration and communication feature. On the other hand, Bizagi Modeler and Monday.com allow users to collaborate and communicate with their teams while working on the organizational project in real-time. On the other hand, Signavio particularly allows users to comment and communicate with the team in real-time by inviting their team members to participate. However, Signavio does not allow users to collaborate to modify the BPMN with their team. Last, is the ease of use. All three software tools are easy to use for users to customize, create, and edit BPMN. These tools are designed to be easy to use and suitable for users’ use.

**VDO Clip Presentation**

# **Reference**