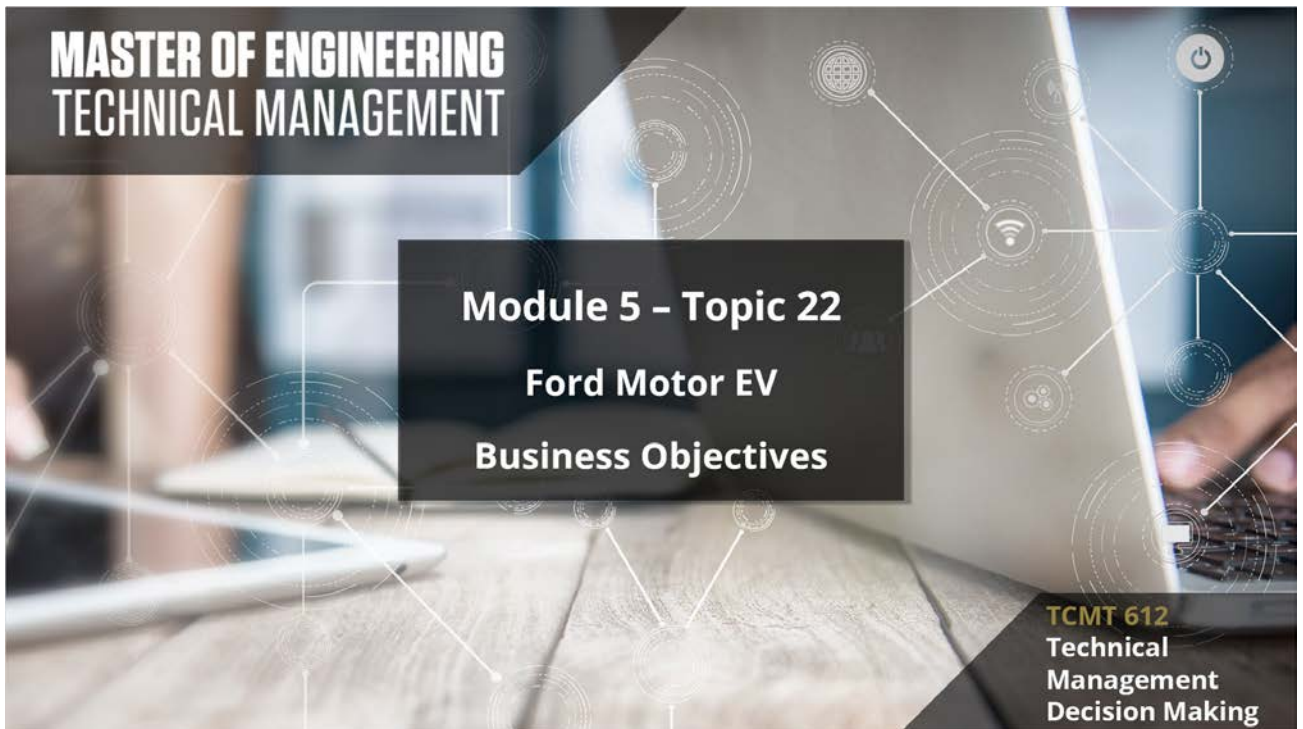


TCMT612_05M_103T_Ford-Motor-EV-business-objectives

1. Main

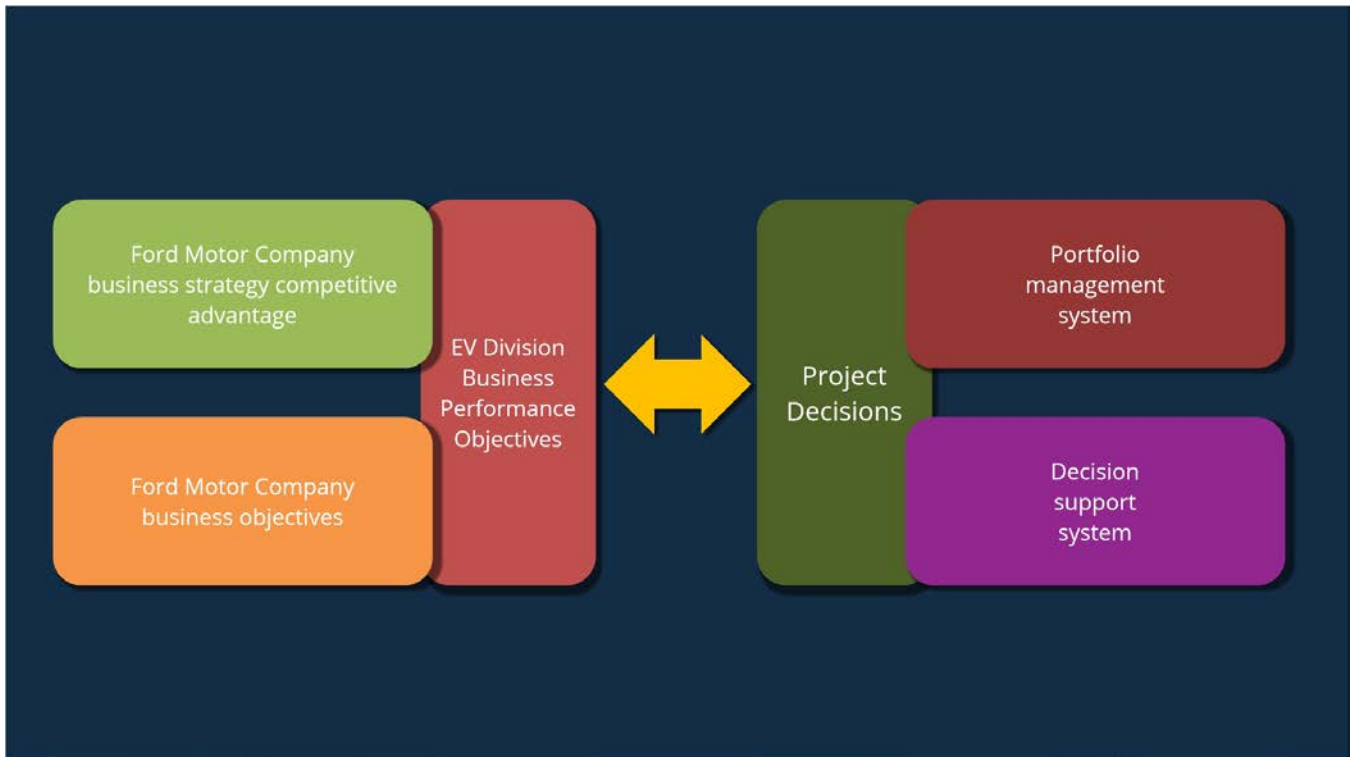
1.2 Topic title



Notes:

In this topic the professor describes how Ford Motor Company can make decisions for its Electric Vehicle Division that align with its business objectives.

1.3 Introduction

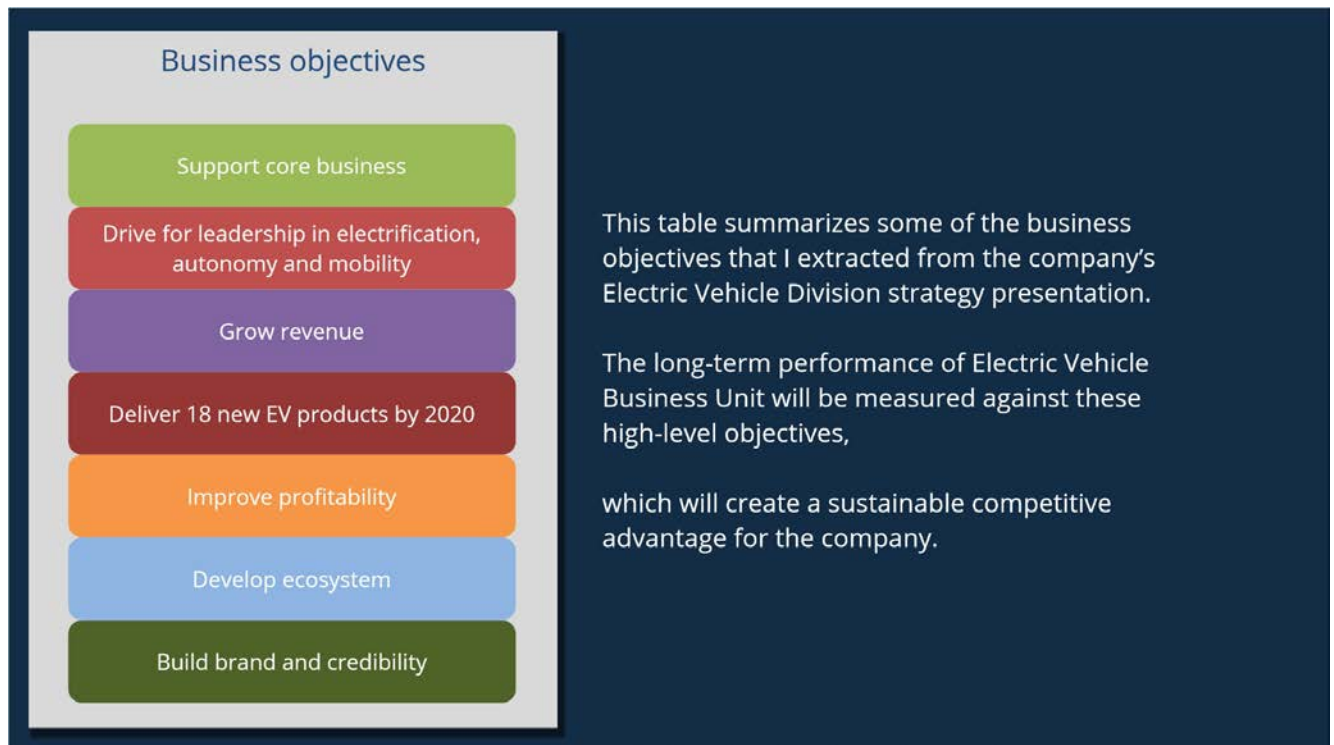


Notes:

We have discussed Ford business strategy competitive advantage and business objectives of its electric vehicle division.

Now is the time to discuss how we can design a portfolio management system and decision support system, to align the project decisions with Ford Electric Vehicle Division's business performance objectives.

1.4 Objectives table

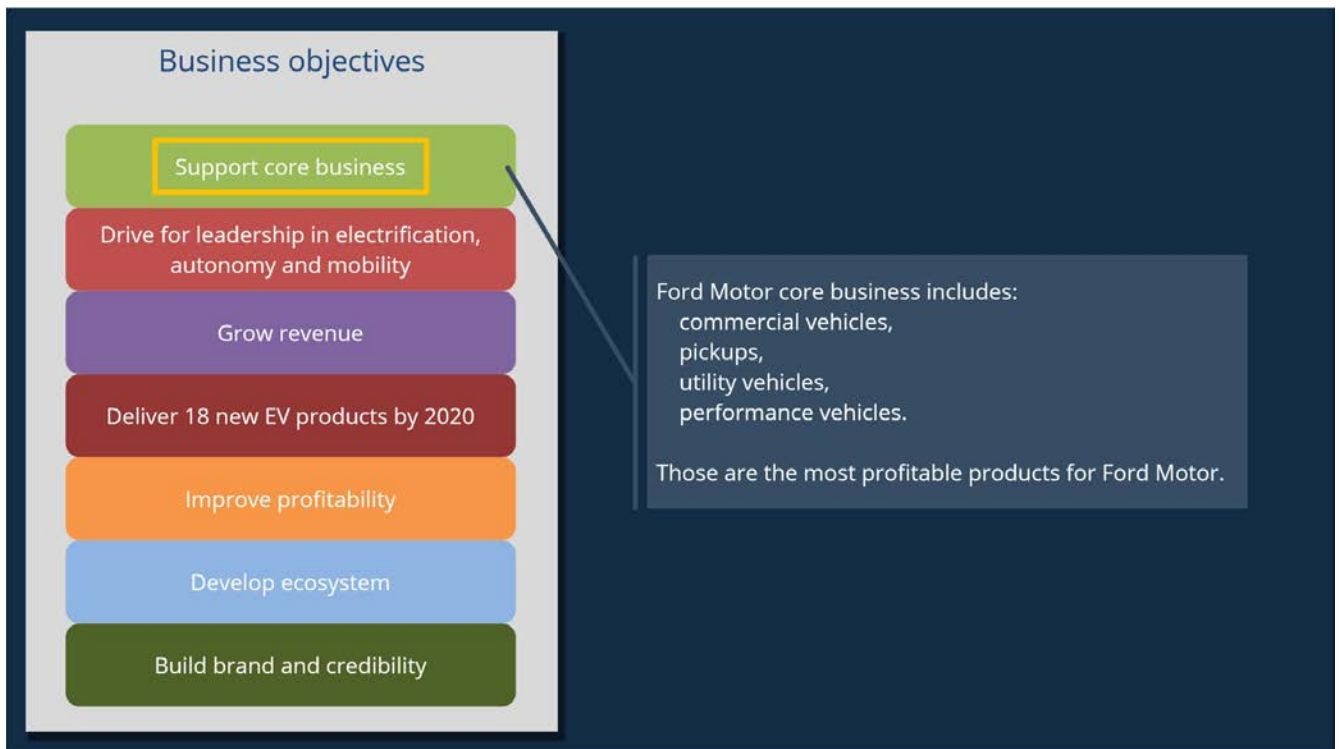


Notes:

This table summarizes some of the business objectives that I extracted from the company's Electric Vehicle Division strategy presentation.

The long-term performance of electric vehicle business unit will be measured against these high-level objectives, which will create a sustainable competitive advantage for the company.

1.5 Objective #1



Notes:

(1) The business objective of Ford Electric Vehicle Division is to support the core business.

Ford core business includes: commercial vehicles, pickups, utility vehicles, and performance vehicles.

Those are the most profitable products of Ford Motor.

1.6 Objective #2



Notes:

(2) The second area is to build up technology leadership in electrification, autonomy, and mobility.

Those represent the crucial technology expertise for electric vehicles.

1.7 Objective #3



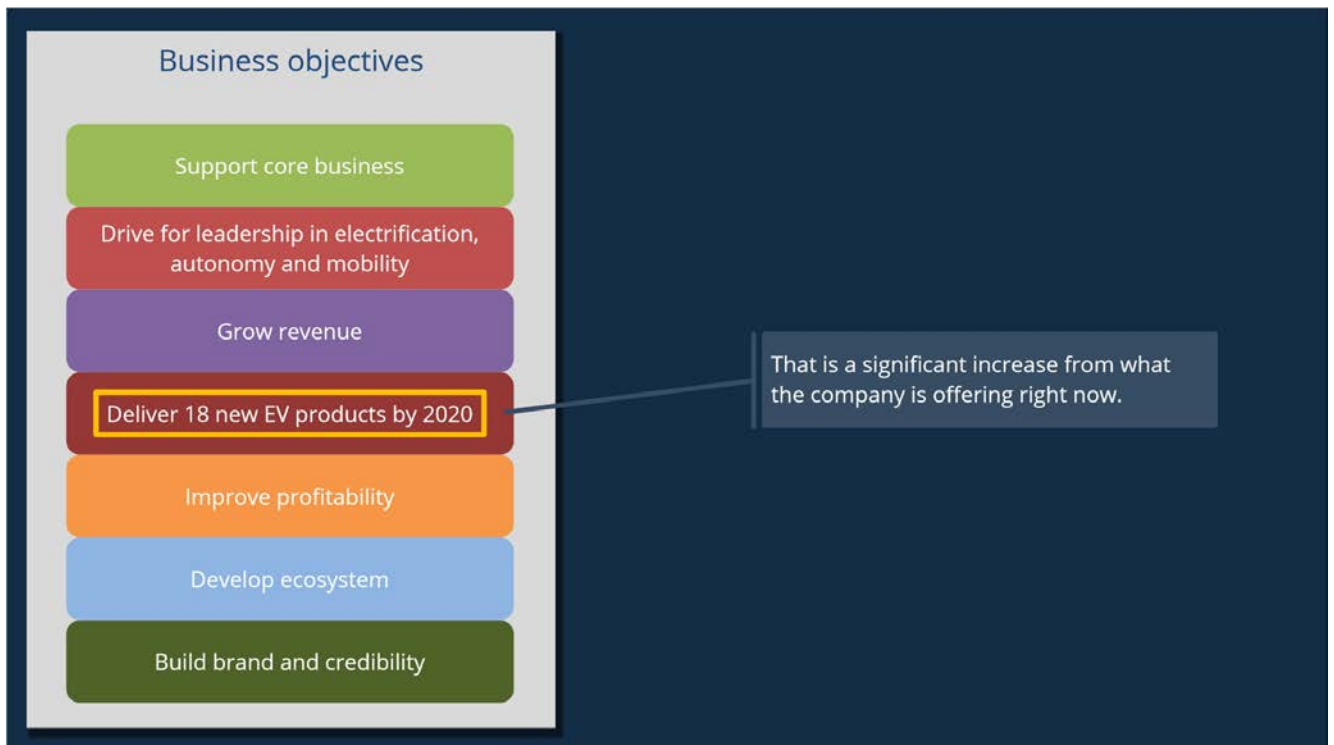
Notes:

(3) The third objective is to grown revenue.

The company needs to increase its revenue and the sale of vehicles by 40 to 45% in the next 10 years.

That is the overall objective of Ford Motor, and its electric vehicle division needs to contribute to this corporate-wide objective.

1.8 Objective #4



Notes:

(4) To do that, the company has a target of deliver 18 new electric vehicle products by 2020.

That is a significant increase from what the company is offering right now.

1.9 Objective #5



Notes:

(4) To do that, the company has a target of deliver 18 new electric vehicle products by 2020.

That is a significant increase from what the company is offering right now.

1.10 Objective #6



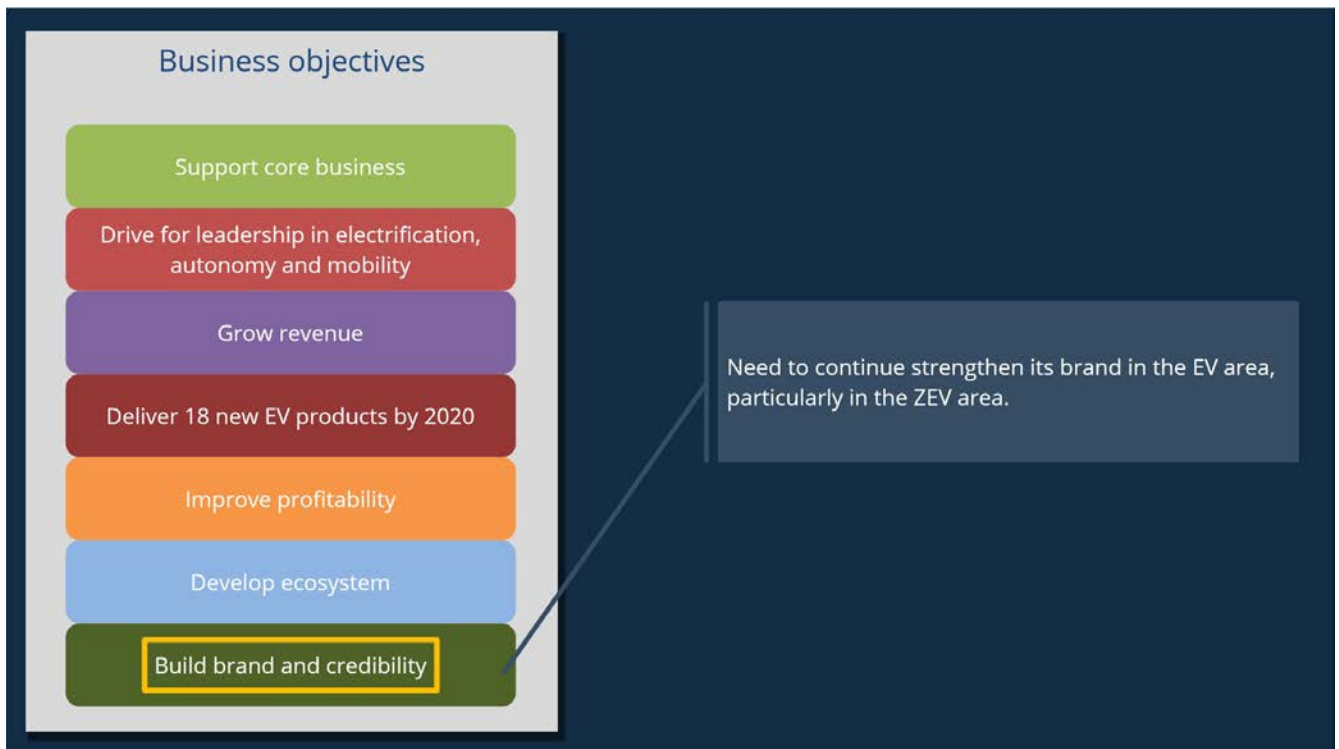
Notes:

(6) Ford is mainly a hardware company.

However, electric vehicles require significant software.

The company needs to develop an ecosystem to leverage their software expertise and resources from their suppliers to help the company build software capability for its electric vehicles.

1.11 Objective #7



Notes:

(7) Ford brand value is a significant competitive advantage over other companies.

Ford needs to continue strengthen its brand in the electric vehicle area, particularly in the zero emission vehicle area.

1.12 Next step



Notes:

This short list of business performance objectives for Ford Electric Vehicle Division provides guidance to portfolio decisions.

Next step, we will build portfolio objectives based on the business objectives.