

**Ford Motor Company**

**Parent Company**

Ford Motor Company

**Category**

SUVs, Hatchbacks, Sedans

**Sector**

Automobiles

**Tagline/ Slogan**

Go further;

Built Ford Proud; One Ford

**USP**

Ford has an international brand presence due to one of the oldest car manufacturing company and also

### Ford STP

#### Segment

Complete automobile segment including SUVs, Hatchbacks, Sedans

#### Target Group

Young executives, businessmen, small families

#### Positioning

Ford is positioned as an automobile company which provides quality cars globally

### Ford SWOT Analysis

#### Strengths

1. Ford is one of the early market entrants in the automobile segment and oldest car manufacturer
2. Ford offers a wide range of cars to different set of customers
3. It provides exclusive product features taking into consideration the targeted segments
4. The company has invested efforts to go green in order to help the environment
5. Ford has over 180,000 employees globally
6. The company is present across continents and has excellent visibility & marketing
7. Ford is present in Motorsports like Formula One, Rally, Sports cars, Touring cars & sponsorship of e
8. Apart from cars, its also manufactures buses, trucks, tractors, financial services etc.
9. Excellent advertising and branding of Ford cars through TVCs, print ads, online ads, billboards etc.
10. Ford has been investing in electric vehicles, hydrogen variants, compressed natural gas & more
11. The company has a wide portfolio including popular cars like Ecosport, Figo, Aspire, Endeavour, Fus

### Weaknesses

1. Many options for customers means high brand switching

2. Intense competition means limited market share growth for Ford

3. Being a global brand, the company is vulnerable to lawsuits pertaining to the policies in that country

### Opportunities

1. Expanding automobile sector can be tapped across the world by Ford

2. Improving business scenario by expanding its consumer base

3. Capitalizing on the models exclusively designed for different markets

4. Ford needs to focus on the upcoming market trends in terms of EV (electric vehicles) and hybrid cars

5. Ford can look at the robotics sector as well for expanding its technology & portfolio

### Threats

1. Competition from major international players can reduce Ford's market share

2. Increasing usage of public transport and increased fuel costs an lead to decline in sales

3. Production problems in local plants due to labor and similar issues

4. Being a global brand, it is affected by recession and global economic crisis

5. Events like Pandemic affect the automobile industry in general as people stop going outside and to us

## **Competition**

### **Competitors**

1. Honda

2. Toyota

3. Nissan

4. Chevrolet

5. Fiat

6. Mitsubishi

7. Maruti Suzuki

8. Tata Motors

9. Skoda

10. Volkswagen

11. Volvo

12. Hyundai