

## Global Corporate Strategy Honda Case Study

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In the Honda case study, it is clearly shown that Honda's strategy of "right-first-time" or "build in quality" give Honda the competitive advantage by going against the theory of the western management model which says that: high quality cost more and took longer, low cost meant low quality; fast delivery cost more and risked low quality.

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Research Paper (undergraduate) from the year 2011 in the subject Business economics - Trade and Distribution, grade: 70, University of Sunderland, course: Global Corporate Strategy, language: English, abstract: The report is divided into four parts. The first part will analyse the current situation of Honda, which gives the reader insight in the current state of Honda 's business.

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The corporate strategy that Honda had made to step into the automobile industry in the early 1960s after it had become largest motorcycle manufacturer in 1955 domestically and the world's largest in 1960 (Freyssenet, Mair, Shimizu & Volpato 1998, p110) prove to be a successful step which should also thanks to its basic product concept and business model to compete in the motorcycle industry that formed within the business strategy.

~~Global strategic management in the automobile industry~~

Honda's corporate governance is a typical Japanese style bottom down structure, characterized by collective decision making and a collective sense of belonging among to the company that in turn reflects on the company's performance (Honda Ltd, 2010).

~~Strategic Management Case Study: Honda - UKEssays.com~~

Honda mission statement is " maintaining a global viewpoint, we are dedicated to supplying products of the highest quality, yet at a reasonable price for worldwide customer satisfaction." The statement shows that the value of the products that the company supplies top the list of its priorities. It has the following main parts:

~~Honda Mission Statement 2020 | Honda Mission & Vision Analysis~~

In India fluctuation of exchange rates and increased fuel prices caused to change globalization strategy for Honda and diesel parts has been started to localised 90% (Ramanathan, 2013). Honda adopt its system for localisation by building up factory where products has been selling.

~~Global Corporate Strategy HONDA - SlideShare~~

Honda Motor is one of the most successful companies in the world. It has attracted massive interest due to its unique corporate strategy. Its sheer ability to recognize the forces, as outline by Michael porter 5 forces analysis, in its operating environment has contributed heavily to its success.

~~Strategic Management: Honda's Motor Case - 3416 Words~~

My last post talked about how a little-known company, Grace Manufacturing, took a flexible and opportunistic approach to its strategy when its core business faltered. There are many parallels with...

~~Lessons from Honda's Early Adaptive Strategy~~

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