

YOU, ANALYZE, PLAN

ANALYZING
FORD'S
COMPETITIVE
STRATEGY

PROFESSIONAL
PRACTICE &
PRODUCT INNOVATION

FALL 2017

BY | KASRA TAYEBI

COVER IMAGE | FORD GT 2017 | FUSION 360 MODEL BY KASRA TAYEBI



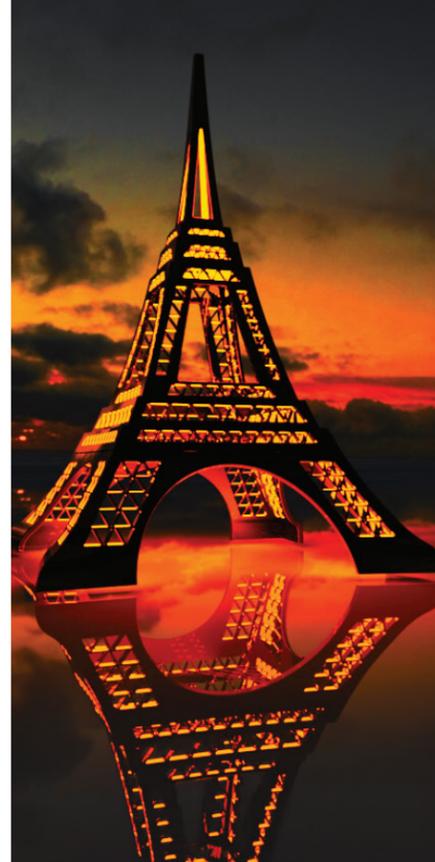


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**AN OVERVIEW
 & ANALYSIS OF FORD
 MOTORS PRODUCT
 INNOVATION**

This document provides my overview findings and analysis about certain products and services of Ford Motors company. This however is simply a sample of vast majority of things that Ford is currently is undergoing.

< PORTFOLIO SAMPLES BY KASRA TAYEBI

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 & My Work
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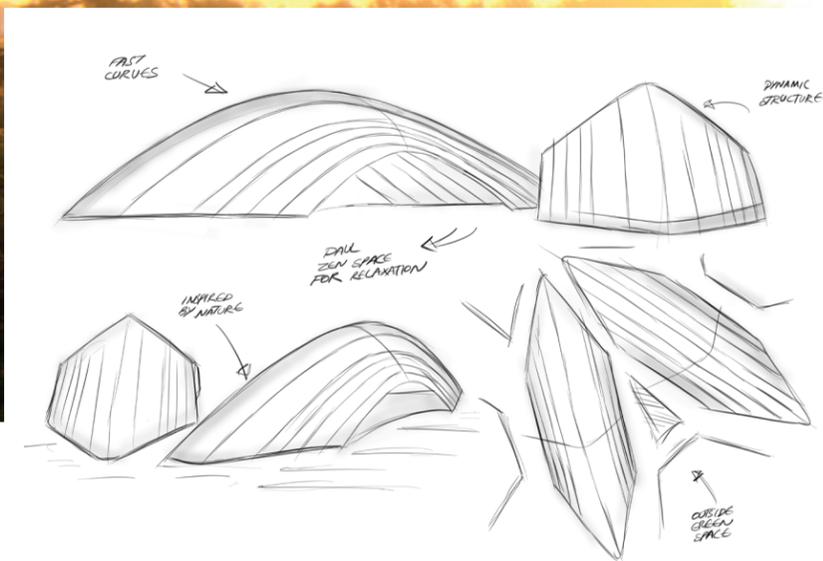
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YOU.

ABOUT ME & MY
PASSIONS



SKETCHING
/ PROTOTYPING



3D MODELING
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INFORMATION
TECHNOLOGY

*"TO PLAN EFFECTIVELY IN THE PRESENT
REQUIRES A VISION OF WHAT THE
FUTURE COULD AND SHOULD BE."
VICTOR MARGOLIN*

DESIGNER.

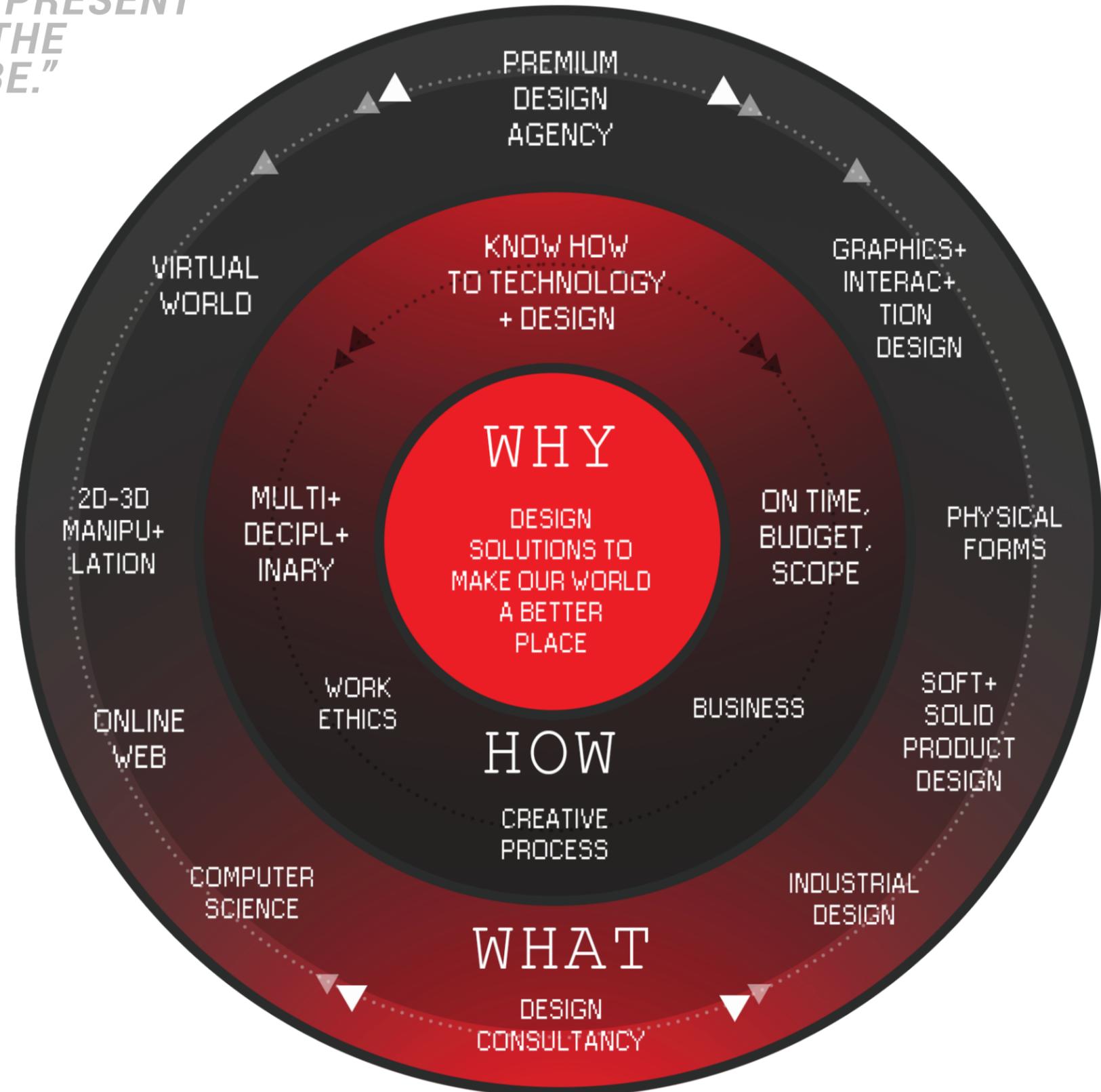
As a conceptual designer I try to come up with better design solutions for everyday problems. I always try to challenge myself to produce better products that enhance users experiences.

ROLES.

My main role is to have design thinking all the way through out my process with a vision that is clear for a path to success. I always accept new challenges and I am ready to make the world a better place.

VALUES.

Through out my career I constantly try to improve myself in order to build up my skills and become a professional. I respect others opinions and critiques and as a great communicator I play well in teams.



MISSION STATEMENT

Throughout the dream of life, I try not to judge and accept things the way they are. I am honest with decisions I make, and I contribute to my society with integrity, honesty, and professionalism in my work. I choose to do good, say good and be good in my day to day life. My path in life is to be happy and have energy, and creativity in my career to achieve my highest best and to thrive in this world.

I am who makes positive things happen everyday.

CREATIVE STREAM OF MY FUTURE

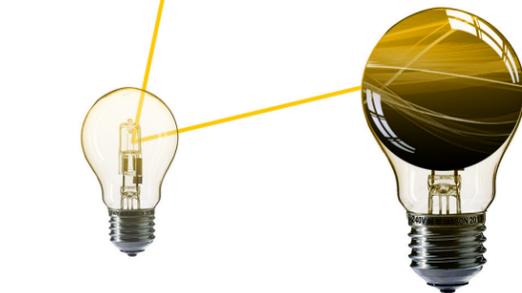
VISION STATEMENT

My vision in life is first to gain more knowledge about my major in design, the major that I really like to pursue till rest of my life. I also seek wisdom along the way to be the light of my path to success. I endure creativity and try hard to accomplish major goals to thrive in human society and to become transcendence. I teach my learnings to others with the same great energy and enthusiasm that first got myself going in this path.



WISDOM

A BIT WISDOM IS ALL I NEED, TO FEEL THE BEAT, OF THE UNIVERSE CALLING



ZEST

MORE ENERGY, AND MORE PASSION, I AM FEELING THE POWER OF MY FOCUS



HAPPINESS

WINDS ARE BLOWING, THE WAVES OF JOY SWIM IN MY BLOOD, FEELING HAPPY FEELING WARMTH



CREATIVITY

MUSIC TO MY EARS, TOOLS IN MY HANDS, CRAFTING MY LIFE FOR BETTER TOMORROWS



GIVING

BE LIKE THE SUN, SHINE IN THE UNIVERSE GIVE YOUR ENERGY TO ALL

● 2017

IN MY PROCESS FOR ACCOMPLISHING MID MAJOR AT ASU

● 2018

GRADUATING IN MAY 2018 FROM MASTER OF ID

● 2020

ACQUIRING MORE EXPERIENCE IN DESIGN BY WORKING FOR TRANSPORTATION DESIGN SECTOR OF THE INDUSTRY

● 2022

ESTABLISHING AN INDUSTRIAL DESIGN AGENCY

● 2027

DESIGNING SERIES OF PRODUCTS THAT HELP HUMANITY AND BENEFIT MY SOCIETY

THEM.

ABOUT FORD
MOTORS



FORD VALUES.

Ford stands for innovation and technology which are the two main aspects for smart mobility and future of transportation. Ford also values customers and producing vehicles with good reputation for over a century.

MY ROLE.

My role is to be competitive in design and development in Industrial Design and joining Ford can provide me with great advantages to develop my skills and help to produce the next generation of transportation vehicles.

ANALYZE.

FORD HISTORY & OVERVIEW



The Ford Motor Company (commonly referred to simply as "Ford") is an American multinational automaker headquartered in Dearborn, Michigan, a suburb of Detroit. It was founded by Henry Ford and incorporated on June 16, 1903. The company sells automobiles and commercial vehicles under the Ford brand and most luxury cars under the Lincoln brand. Ford also owns Brazilian SUV manufacturer, Troller, and Australian performance car manufacturer FPV. In the past, it has also produced tractors and automotive compo-

nents. Ford owns an 8% stake in Aston Martin of the United Kingdom, and a 49% stake in Jiangling of China. It also has a number of joint-ventures, one in China (Changan Ford), one in Taiwan (Ford Lio Ho), one in Thailand (AutoAlliance Thailand), one in Turkey (Ford Otosan), and one in Russia (Ford Sollers). It is listed on the New York Stock Exchange and is controlled by the Ford family, although they have minority ownership (Wikipedia).

FORD HISTORY.

Henry Ford built his first automobile, which he called a quadricycle, at his home in Detroit in 1896. The location has been redeveloped, where the Michigan Building now stands, and the tracks for the Detroit People Mover and the Times Square People Mover station are nearby. At the entrance to the Michigan Building, there is a commemorative plaque identifying the original location of the Ford home.

The coal shed has been recreated using the original bricks at Green field Village in nearby Dearborn. His initial foray into automobile manufacturing was the Detroit Automobile Company, founded in 1899. The company foundered, and in 1901 was reorganized as the Henry Ford Company. In March 1902, after falling out with his financial backers, Ford left the company with the rights to his name and 900 dollars (Wikipedia).



HENRY FORD'S MODEL T FORD THIS CAR WAS THE FIRST CAR THAT WAS MASS PRODUCED | CARS | PINTEREST | HENRY FORD, FORD AND CARS

OVER A CENTURY OF INNOVATION.

Since its founding in 1903, Ford has been a pioneer in global industry. Learn more about important moments in the history of the company, and how some of them have affected the history of the automotive industry and the world.

COMPANY EMPLOYEES	COMPANY WEBSITE	YEAR FOUNDED	TOTAL EQUITY	COMPANY HEADQUARTERS
201,000 (2016)	ford.com lincoln.com corporate.ford.com	1903	US\$29.17 billion (2016)	Dearborn, Michigan, also known as the Glass House



FORD's PHILOSOPHY.

GREAT
PRODUCTS

STRONG
BUSINESS

BETTER
WORLD



Quality

Improving quality is a daily priority at Ford. From design and to sales and service, Ford always aims to increase customer satisfaction.



Safety

We have a longstanding commitment to developing and implementing innovations that make our vehicles safer for our customers and their families.



Green

Ford's sustainability strategy goes beyond reducing CO₂ emissions. From water usage to worker rights, we've made sustainability an integral part of our business.



Smart

Innovation is at the core of our company. Ford is pioneering the extensive use of high-strength aluminum in a mass-market vehicle, and in 2014 we will host the auto industry's first developer conference for in-car connectivity.

FORD PRODUCTS.



2017 FIESTA

Starting At \$13,660 ⁵¹
EPA-Est. MPG 27 City/ 35 Hwy ⁵¹¹



2017 TAURUS

Starting At \$27,345 ⁵¹
EPA-Est. MPG 18 City/ 27 Hwy ⁵¹¹



2018 FOCUS

Starting At \$17,860 ⁵¹
EPA-Est. MPG 25 City/ 34 Hwy ⁵¹¹



2018 FUSION

Starting At \$22,120 ⁵¹
EPA-Est. MPG 23 City/ 34 Hwy ⁵¹¹



2018 C-MAX

Starting At \$24,120 ⁵¹
EPA-Est. MPG 42 City/ 38 Hwy ⁵¹¹



2018 MUSTANG

Starting At \$25,585 ⁵¹
EPA-Est. MPG 18 City/ 27 Hwy ⁵¹¹

SUVs & Crossovers



2017 TRANSIT CONNECT

Starting At \$25,695 ⁵¹
EPA-Est. MPG 19 City/ 27 Hwy ⁵¹¹



2018 ECOSPORT

Starting At \$19,995 ⁵¹



2018 ESCAPE

Starting At \$23,850 ⁵¹
EPA-Est. MPG 21 City/ 29 Hwy ⁵¹¹



Trucks & Vans



2017 TRANSIT CONNECT

Starting At \$23,010 ⁵¹
EPA-Est. MPG 19 City/ 27 Hwy ⁵¹¹



2017 SUPER DUTY

Starting At \$32,535 ⁵¹



2018 F-150

Starting At \$27,380 ⁵¹
EPA-Est. MPG 18 City/ 24 Hwy ⁵¹¹



2018 TRANSIT

Commercial Trucks



2017 TRANSIT CONNECT

Starting At \$23,010 ⁵¹
EPA-Est. MPG 19 City/ 27 Hwy ⁵¹¹
5270 lbs Max GVWR



2017 SUPER DUTY PICKUP

Starting At \$32,535 ⁵¹
14000 lbs Max GVWR



2017 CHASSIS CAB

Starting At \$33,230 ⁵¹
19500 lbs Max GVWR



2018 STRIPPED CHASSIS



2018 TRANSIT CC-CA

e

2018 E-SERIES CUTAWAY

Hybrids & EVs



2017 C-MAX ENERGI

Starting At \$27,120 ⁵¹
EPA-Est. MPGe 104 City/ 87 Hwy ⁵¹¹



2018 C-MAX HYBRID

Starting At \$24,120 ⁵¹
EPA-Est. MPG 42 City/ 38 Hwy ⁵¹¹



2018 FUSION HYBRID

Starting At \$25,295 ⁵¹
EPA-Est. MPG 43 City/ 41 Hwy ⁵¹¹



2018 FOCUS ELECTRIC



2018 FUSION ENERGI

Future Vehicles



2017 GT



2018 F-150

LINCOLN PRODUCTS.

SEDANS

CROSSOVERS & SUVs



LINCOLN MKZ

Starting at \$35,170¹
EPA-Est. MPG 21 city / 31 hwy²



LINCOLN MKZ HYBRID

Starting at \$35,170¹
EPA-Est. MPG 41 city / 38 hwy²



LINCOLN CONTINENTAL

Starting at \$44,720¹
EPA-Est. MPG 17 city / 26 hwy²



LINCOLN MKC

Starting at \$32,880¹
EPA-Est. MPG 21 city / 28 hwy²



LINCOLN MKX

Starting at \$38,260¹
EPA-Est. MPG 17 city / 25 hwy²



LINCOLN MKT

Starting at \$43,530¹
EPA-Est. MPG 16 city / 24 hwy²



LINCOLN NAVIGATOR

Starting at \$72,055¹
EPA-Est. MPG 16 city / 23 hwy²



LINCOLN MKC

Starting at \$45,635¹
EPA-Est. MPG 21 city / 28 hwy²



LINCOLN MKZ

Starting at \$47,830¹
EPA-Est. MPG 21 city / 31 hwy²



LINCOLN MKZ HYBRID

Starting at \$47,830¹
EPA-Est. MPG 41 city / 38 hwy²



LINCOLN MKX

Starting at \$53,475¹
EPA-Est. MPG 17 city / 25 hwy²



LINCOLN CONTINENTAL



LINCOLN NAVIGATOR

PRODUCT POPULARITY.

*SELECTIVE PRODUCTS
PRIMARY RESEARCH
BASED ON: PRICE, RESALE
VALUE, ONLINE
CUSTOMER
REVIEWS



FORD COMAPNY	FORMERLY 1960	CURRENTLY 2017	EMERGING 2030
TECHNOLOGY	<ul style="list-style-type: none"> ● DIESEL & GASOLINE VEHICLES ● HEAVY ENGINES & CAST IRON CARS ● CASSETTE PLAYERS / AIR CONDITION / ELECTRIC WINDOWS 	<ul style="list-style-type: none"> ● DIESEL & GASOLINE, ELECTRIC & HYBRID VEHICLES ● LIGHTER ENGINES & CAST ALUMINUM CARS / REDUCING EMMISIONS ● HARD DRIVE / COMPUTER ON BOARD / BLUE-TOOTH / DIGITAL TECH 	<ul style="list-style-type: none"> ● HD FUEL TECHNOLOGY ● AUTONOMOUS DRIVE FOR MORE COMFORT & SAFETY ● EASY SERVICE CENTERS ● SUSTAINABLE CARS
MARKET	<ul style="list-style-type: none"> ● FAMILY FRIENDLY AND DESIGNED FOR TOUGHNESS ● TACKLING THE MARKET WITH 3 MAIN CATEGORY OF PRODUCTS 	<ul style="list-style-type: none"> ● GLOBAL MARKET, EUROPE, NORTH AMERICA, SOUTH AMERICA ● ECONOMICAL, SPORTY & HEAVY DUTY CAR SELECTIONS FOR DIFF. TYPE OF USERS ● EXPANDING INTO MORE VARIETY CATEGORY OF VEHICLES 	<ul style="list-style-type: none"> ● CHINA, INDIA AND OVERALL ASIAN MARKET ● OUT SOURCING MORE MANUFACTURING ● ADDING SUPER CAR & LUXURY CATEGORY OF PRODUCTS TO THE MAIN CATEGORIES
PEOPLE	<ul style="list-style-type: none"> ● COMFORT IN TRAVELING ● SAFETY IN TRAVELING ● AMERICAN MIDDLE AGE MIDDLE INCOME 	<ul style="list-style-type: none"> ● COMFORT & SAFETY ● FUN AND COLORFUL ● ACTIVE IN NORTH AMERICA, EUROPE, ASIA, AUSTRALIA 	<ul style="list-style-type: none"> ● CREATING DYNAMIC SPACES FOR CAR INTERIORS ● HIGH TECH FUN, SAFE & SECURE VEHICLES ● CUSTOMER SATISFACTION
CULTURE	<ul style="list-style-type: none"> ● FAMILY OWNED BUSINESS ● COMMUTER CARS & TRUCKS ● LOCAL SERVICE CENTERS 	<ul style="list-style-type: none"> ● MOVING INTO INVESTMENT & BREAKING PRIVATE SECTOR ● COMMUTER CARS, TRUCKS, SUVs, SPORT CARS ● NATIONWIDE SERVICE CENTERS 	<ul style="list-style-type: none"> ● PRIVATE AND PUBLIC SHARES ● COMMUTER & MULTI PURPOSE CARS ● ROBOTIC AND AI SERVICE CENTERS ● EASY REPAIR OPTIONS
BUSINESS	<ul style="list-style-type: none"> ● MULTIPURPOSE CARS AND TRUCKS ● LONG LASTING PRODUCTS 	<ul style="list-style-type: none"> ● DIFFERENT CATEGORY OF PRODUCTS FOR DIFFERENT PURPOSES ● MORE ECONOMY AS WELL AS LONG LASTING 	<ul style="list-style-type: none"> ● SUB CATEGORY OF VEHICLES FOR VARIETY OF TASKS ● LONGEVITY AND CUSTOMER CONTINUITY ● LONGER RUN GUARANTEES

TECHNOLOGY.

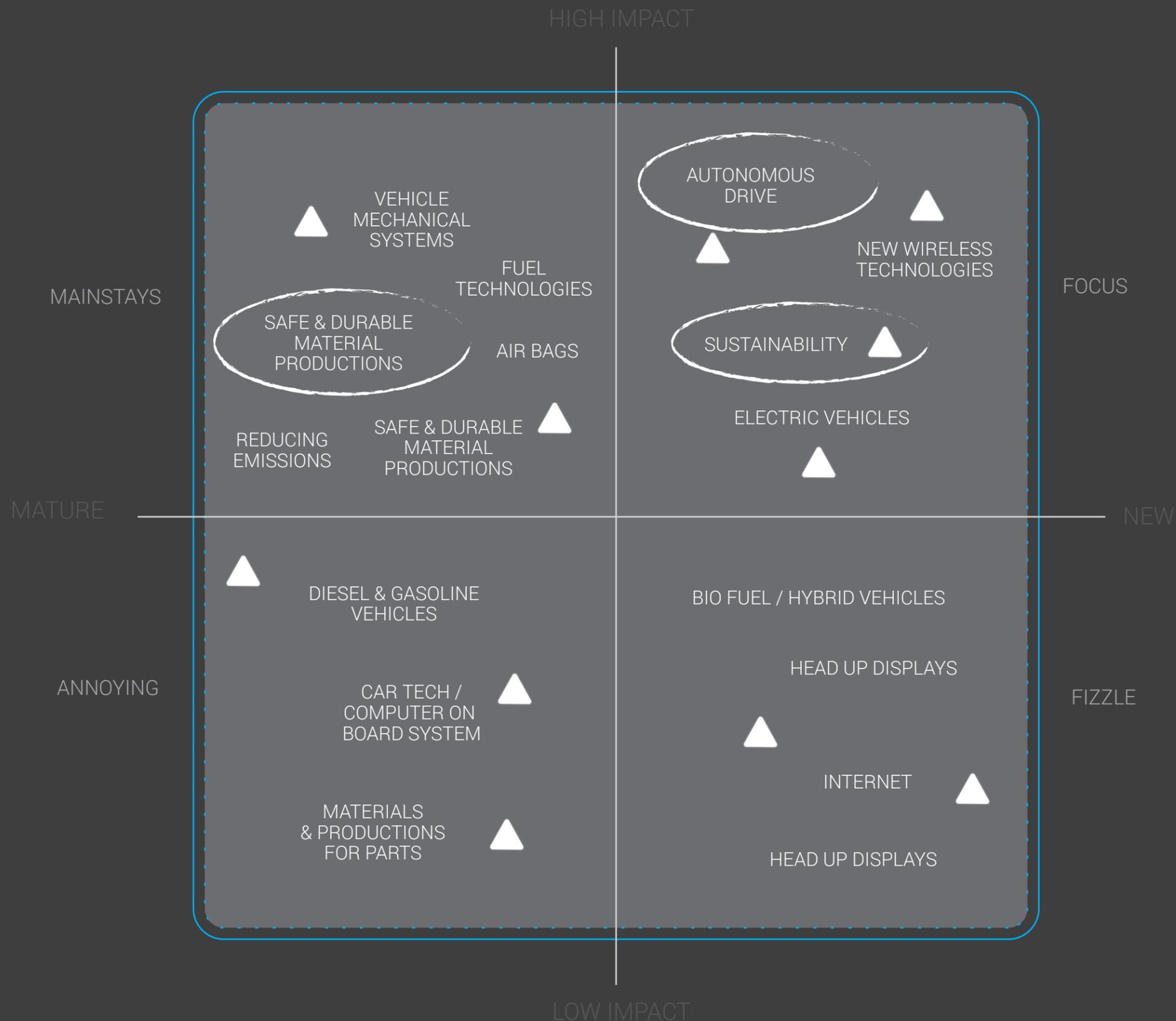


Ford is considered one of the giants in the auto industry that started very early manufacturing cars. One of the key aspects of this company's agenda, is to keep up with new trends in terms of new technologies.

This chart demonstrates a few areas that Ford is currently investing in as well as mature and new technologies.

For instance, Ford is currently heavily investing in Electric vehicles to compete with Tesla Motors as well as Autonomous driving-which also other companies are trying to achieve in the past decade.

In addition, Ford is currently investigating into solutions in terms of materials and production for sustainability and recycling.



MARKET.

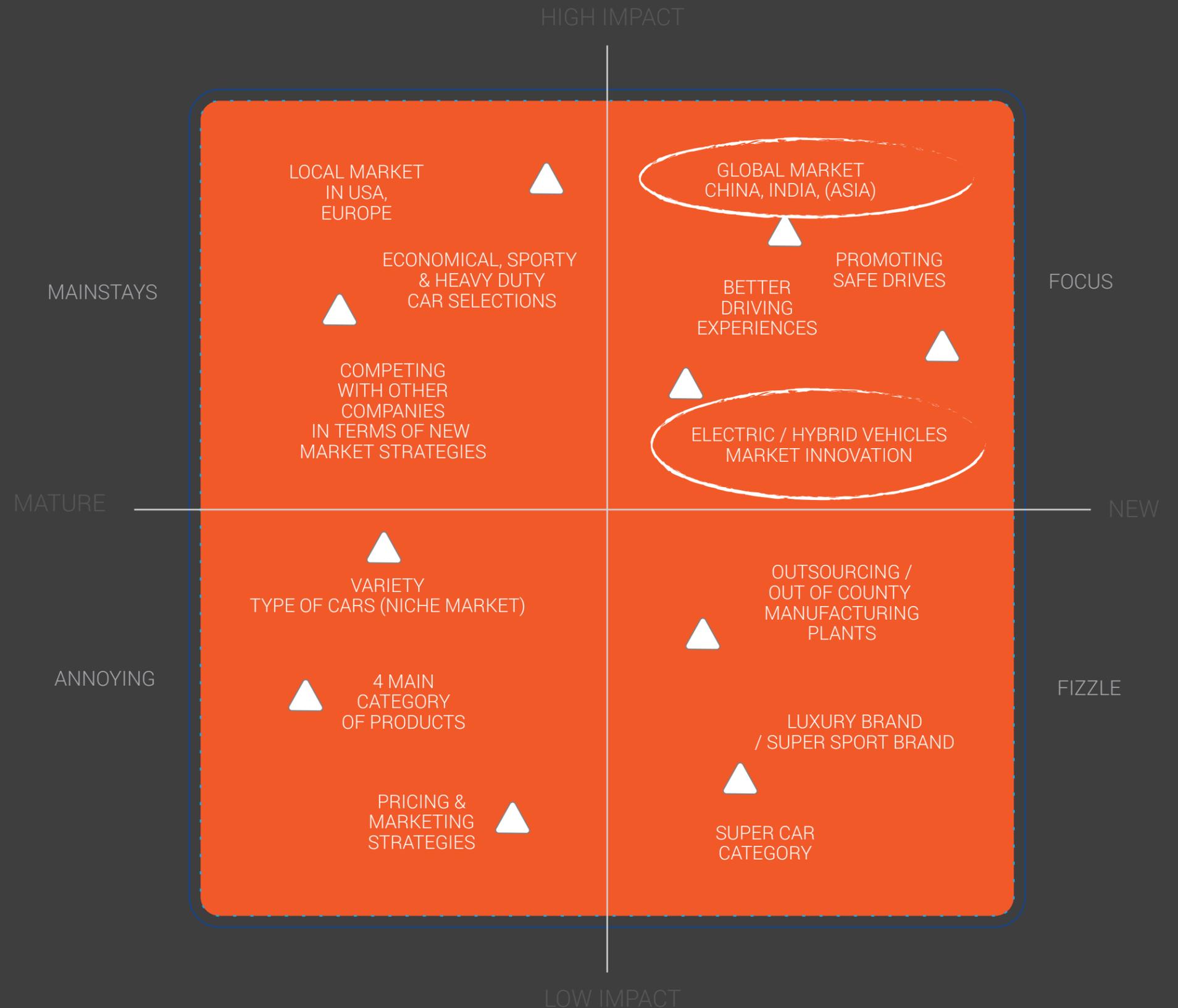


Ford is currently in the global auto industry market and trying to reach as many customers as possible specially in Asia in the next decade.

Many analysts anticipate China accounting for one of every three vehicles sold globally by the end of 2020.

Ford was late to enter China's market, but has gained ground quickly and should continue to post double-digit sales growth annually in the near term.

In addition to India and China driving emerging-market growth for Ford, India is going to play an increasingly large role in its export strategy, which covers more than 50 global markets.



PEOPLE.

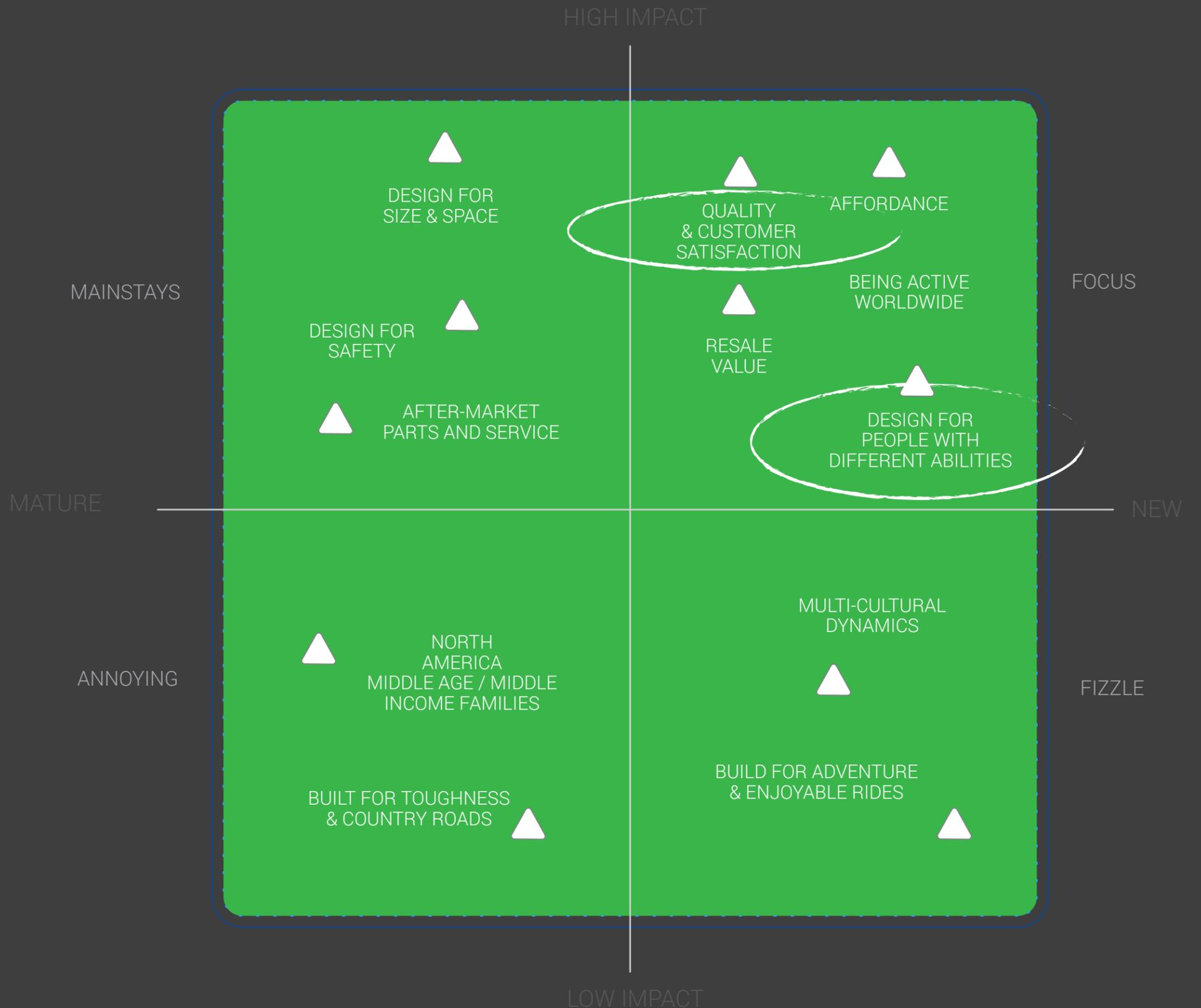


Ford is a company that also people associate it with accordance and toughness in materials and longevity of service.

Ford is currently trying to design cars that appeal more to young and new families with considering their budget and needs. This includes considering size and space one the mainstreams in their industry to provide comfort and safety at the same time.

In addition, Ford is entering a much bigger global market such as selling to China and India which means there would be a need for multi cultural aspects of designing and developing products.

Ford is also focusing on quality and customer satisfaction based on their core company values.

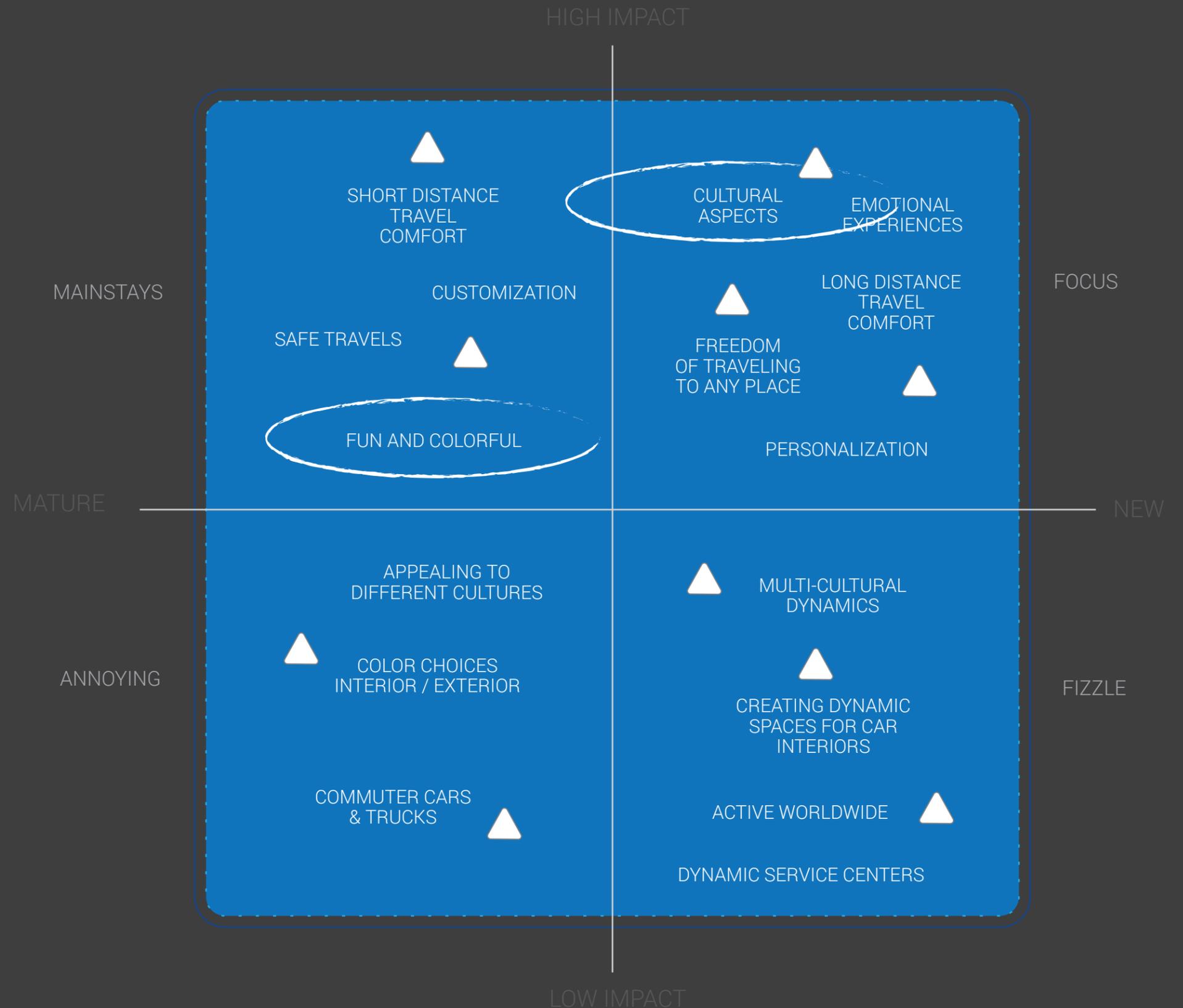


CULTURE.



Ford is one of the dynamic companies that is trying to focus on the emotional aspect of people's experiences. One of the early goals of the company was to enter the global industry and make cars affordable for all. With that in mind, they adapted the freedom of traveling to any place based on the revolution in the manufacturing process in the early days.

They promote safe, fun, and comfortable travels as well as considering customers from different variety of the society. This has impacts on the companies line of products and based on customer needs they try to provide a new line of vehicle to make sure they are specific targeting different groups of people.

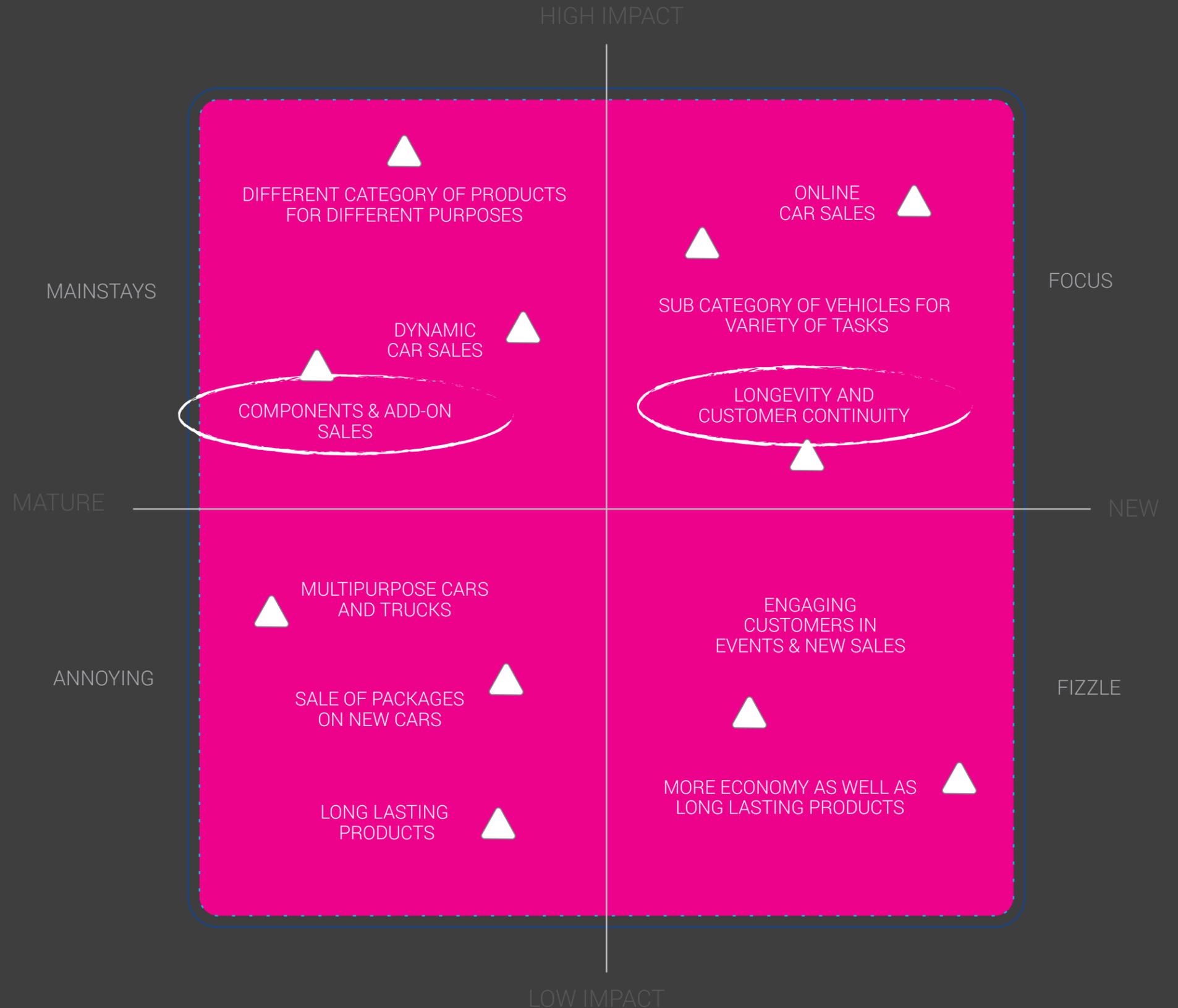


BUSINESS.

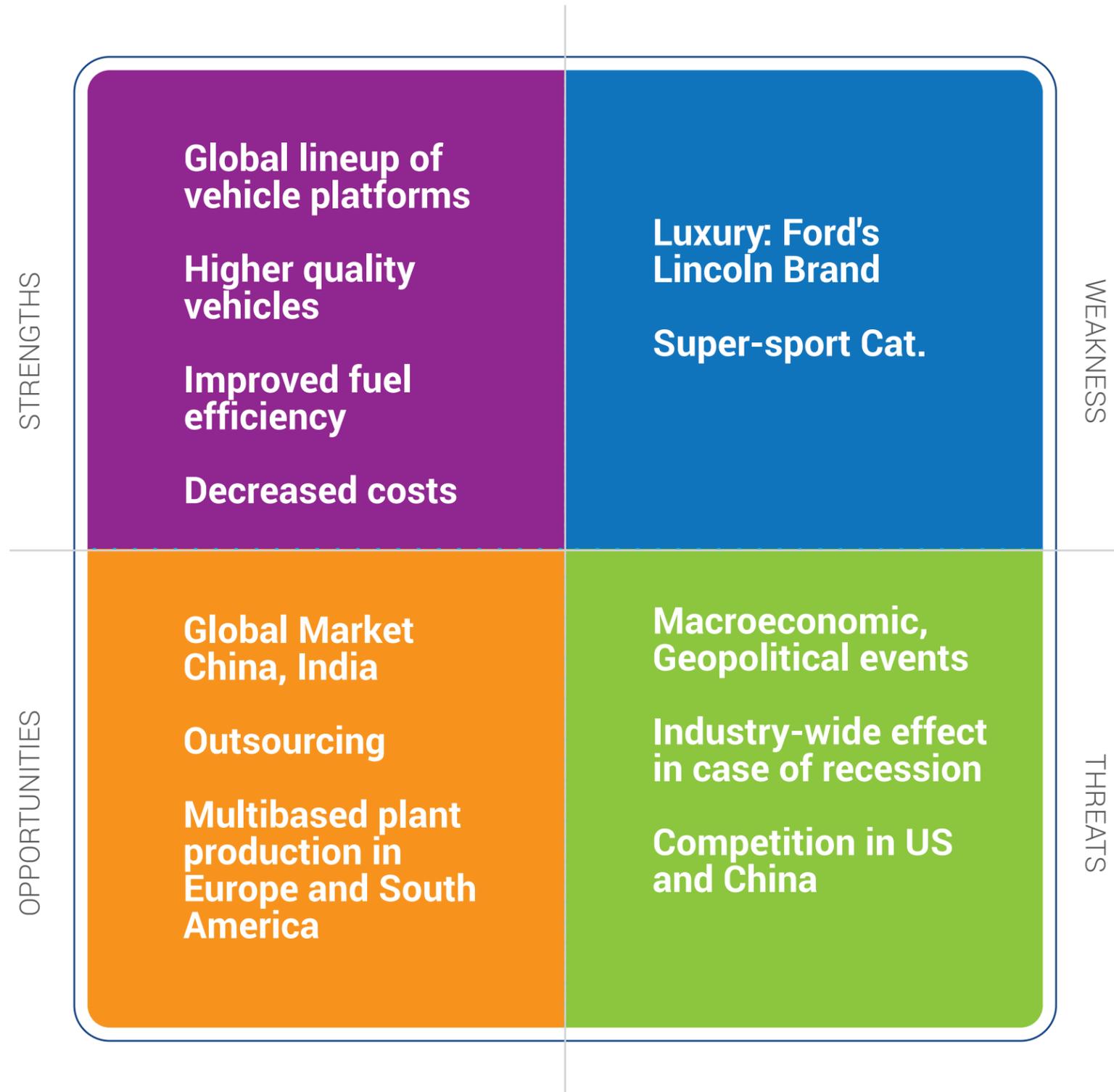


“Ford stays competitive by being diversified, global and vertically integrated. Ford also makes quality, innovation, design and engineering a top priority. The following quote explains Ford’s mission statement and how it applies to their corporate strategy. “Our vision is to become the world’s leading consumer manufacturing company for automotive products and services” (corporate.ford.com).

Ford continues to change their product line-up based on customer needs and demand. They are vertically integrated and own/operate subsidiaries such as Ford Credit and Lincoln. Ford also owns a small stake in Mazda, in Japan and Aston Martin, in the UK. (ford.com).



SWOT ANALYSIS.



VALUE PROPOSITION.

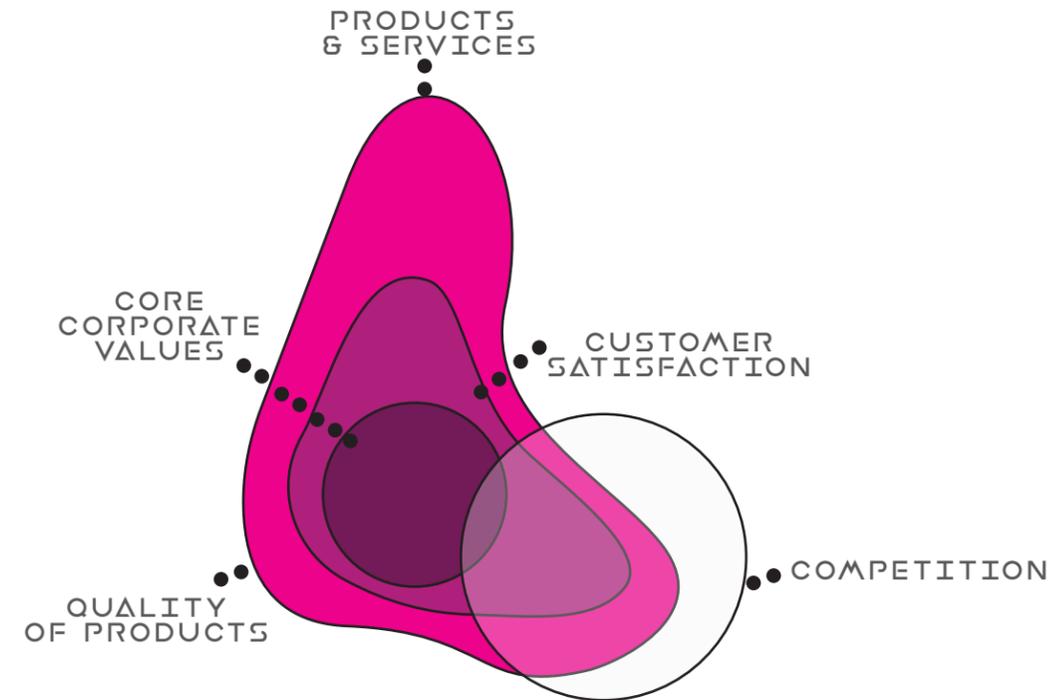
The Ford Motor Company, which is headquartered in Dearborn, MI, specializes in manufacturing cars, trucks, SUV's, buses, automotive parts, tractors and auto financing. According to the static perspective, Ford's geographical scope is that it competes globally. They sell globally but the primary markets they compete are in North America, South America, India, Europe, Africa, and Asia Pacific.

Ford's vertical scope are products that can be purchased by Dealerships, vehicle financing and their vertically integrated supply chain system.

Ford's business model is based on their "One Ford" plan. It was adopted in 2007 and is still used today. It consists of a four-point business plan for achieving global success. It is as follows:

- Aggressively restructure to operate profitably at the current demand and changing model mix
- Accelerate development of new products our customers want and value
- Finance our plan and improve our balance sheet
- Work together effectively as one team (corporate.ford.com, 2014)

Ford continues to change their product line-up based on customer needs and demand. They are vertically integrated and own/operate subsidiaries such as Ford Credit and Lincoln. Ford also owns a small stake in Mazda, in Japan and Aston Martin, in the UK (ford.com).



"People working together as a lean, global enterprise to make people's lives better through automotive and mobility leadership."

"Ford stays competitive by being diversified, global and vertically integrated. Ford also makes quality, innovation, design and engineering a top priority. The following quote explains Ford's mission statement and how it applies to their corporate strategy. "Our vision is to become the world's leading consumer manufacturing company for automotive products and services" (corporate.ford.com).

CUSTOMERS.

“We use life cycle assessments to understand and reduce the overall impacts of our products and the materials we use; we are developing sustainable technologies to improve fuel economy; and we’re exploring alternative fuel and powertrain options across our portfolio.

As part of our plan, we have invested heavily in electric vehicles, providing customers with efficient, low-carbon alternatives. We are also leaders in the use of sustainable, bio-based and recycled materials, helping us to enhance fuel economy, performance and end-of-life options.

The quality and safety of our products remain priorities of the utmost importance. We are committed to designing and manufacturing vehicles and technologies that achieve high levels of safety across a wide range of real-world conditions. We continue to get high marks in key public and private crash-testing programs, as well as in customer satisfaction and quality surveys, while our global Ford Driving Skills for Life education program is seen as an equally important contribution to road safety.” (Corporate Ford).

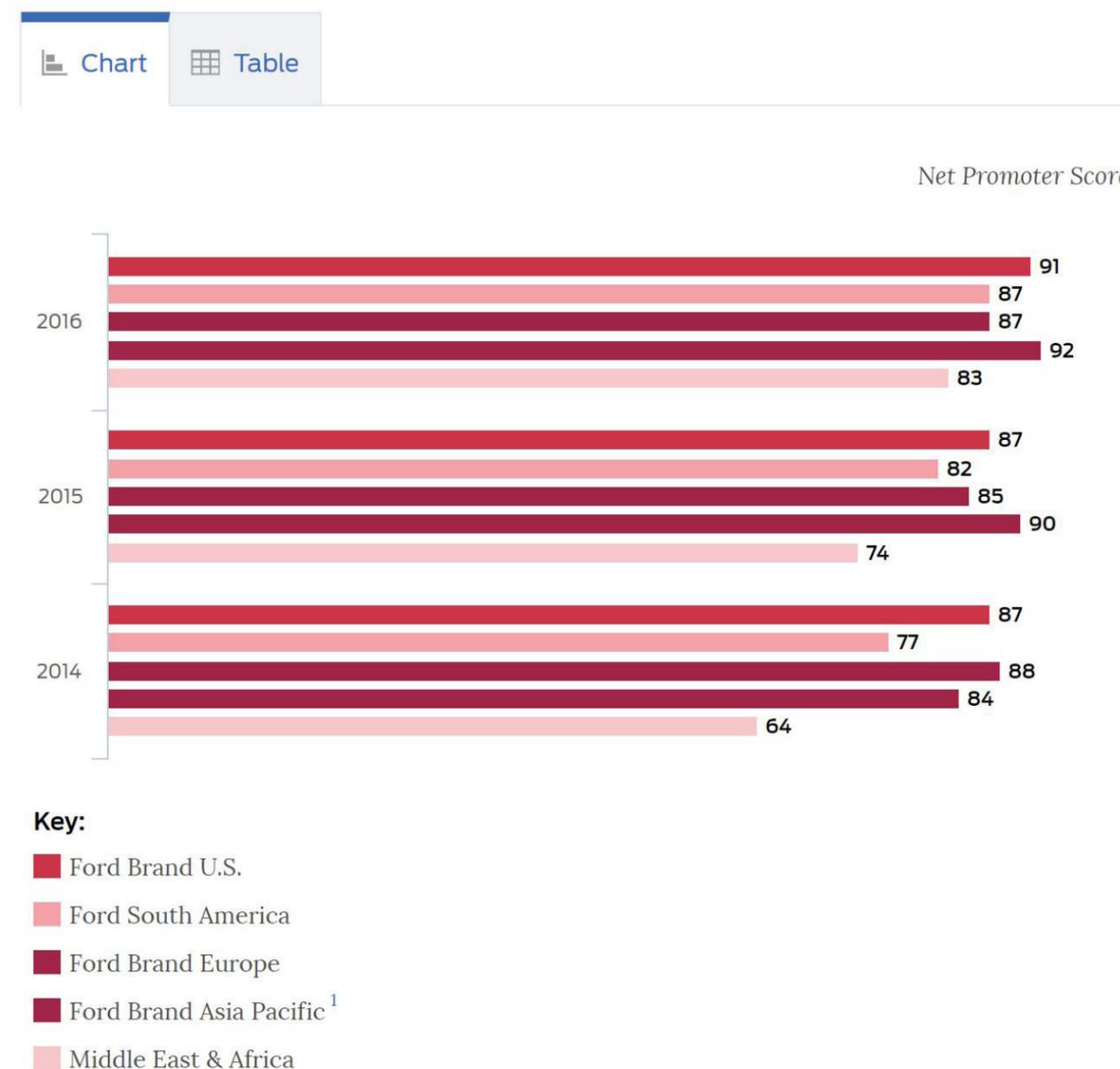
“Our customers are why we exist; their satisfaction is essential to our future success. Therefore,

the quality of our products and services must be our number one priority, today and tomorrow.”

Bill Ford

**Executive Chairman,
Ford Motor Company**

C. Sales Satisfaction With Dealer/Retailer



corporate.ford.com/microsites/sustainability-report-2016-17/performance/customers-products/quality.html

COMPETITION.

Ford Motor began a manufacturing revolution with mass production assembly lines in the early 20th century, but today it is one of the world's largest automakers. The car-maker's staple of brands and models includes the Ford Mustang, the F-Series pickup, Focus, Lincoln, Fiesta, and Taurus. In addition, finance unit Ford Motor Credit is one of the US's leading auto finance companies and accounted for 6% of Ford's sales in 2015. Ford owns a small stake in Mazda and operates more than 65 plants worldwide. The company generated 68% of its sales from North America in 2015.
(nasdaq.com, corporate.ford.com)

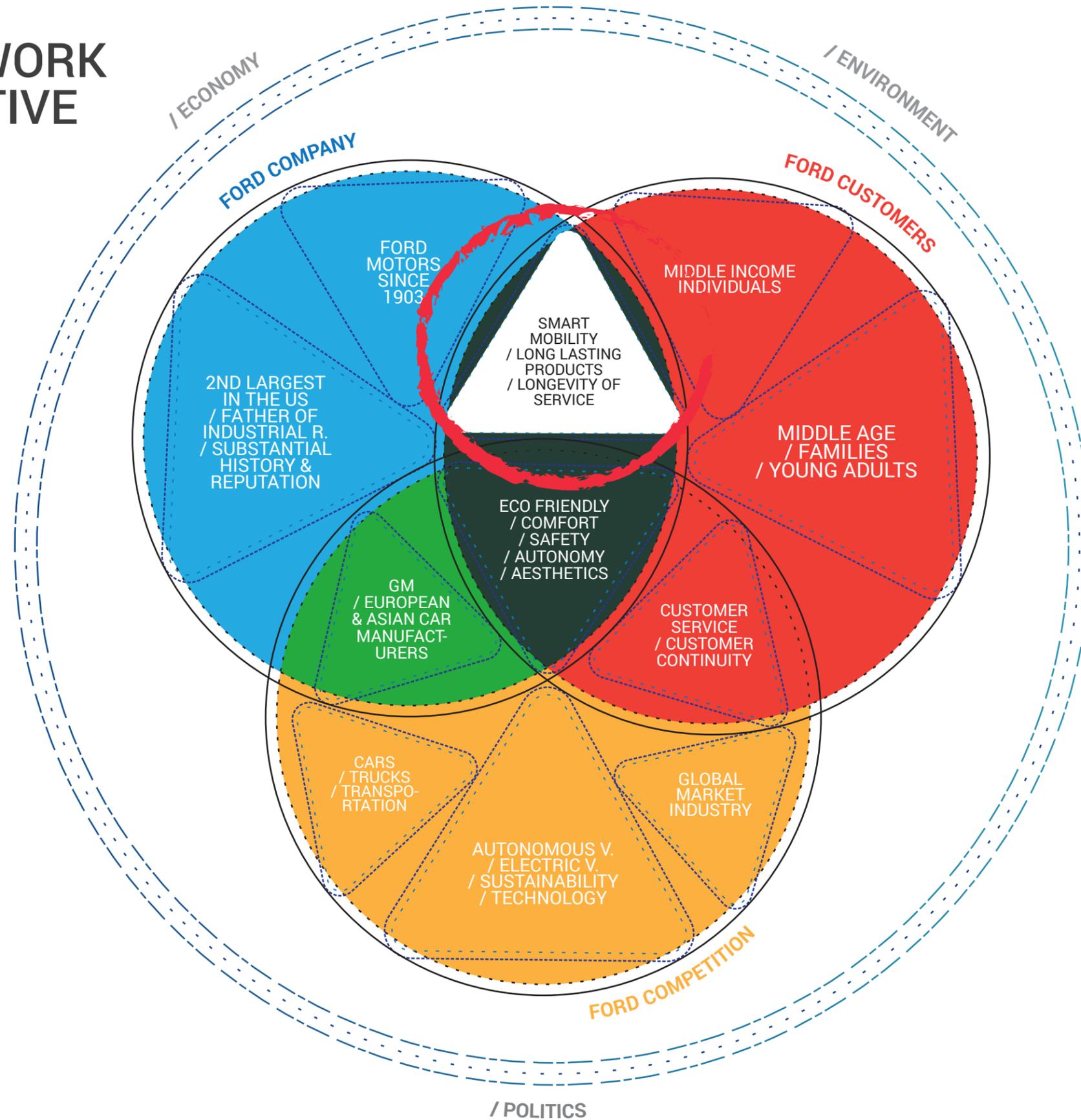


Competitor Industry: Auto Manufacturing

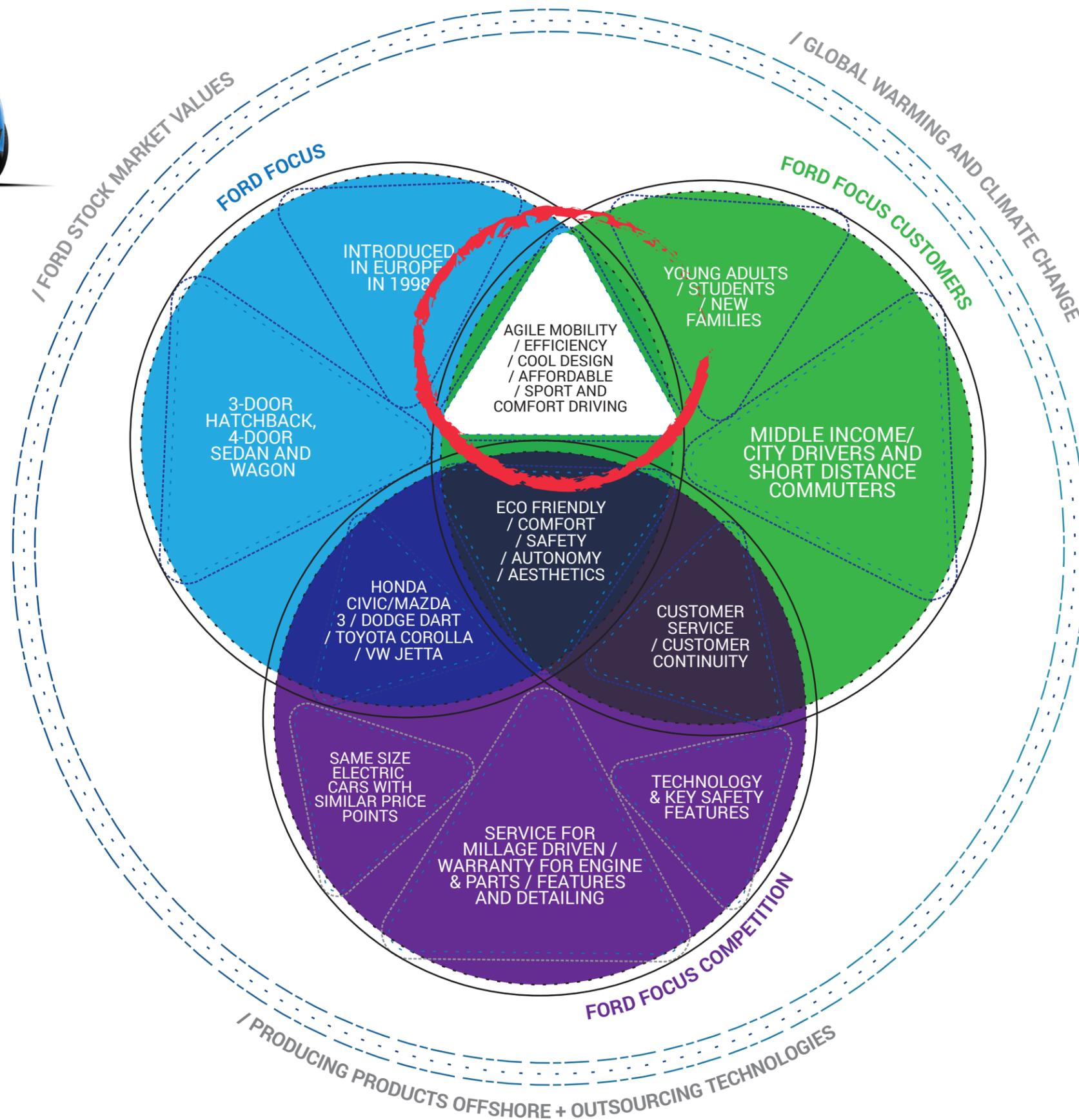
Ford Motor Company

CompanyName ▲ Symbol: Market	LastSale	NetChange	Volume	Today's High / Low	52 Weeks High / Low	P / E Ratio	Market Cap
Federal Signal Corporation FSS: NYSE	\$ 21.40	-0.09 ▼	297,747	\$ 21.63 \$ 21.33	\$ 21.94 \$ 11.675	32.42	1,282,887
Ferrari N.V. RACE: NYSE	\$ 116.09	-0.43 ▼	303,217	\$ 116.44 \$ 115.57	\$ 118.10 \$ 50.39	41.76	21,932,071
Fiat Chrysler Automobiles N.V. FCAU: NYSE	\$ 17.60	-0.36 ▼	2,904,683	\$ 17.79 \$ 17.56	\$ 18.10 \$ 6.14	8.93	26,892,202
Ford Motor Company F: NYSE	\$ 12.12	-0.26 ▼	45,815,660	\$ 12.32 \$ 12.11	\$ 13.27 \$ 10.47	12.76	47,278,944
General Motors Company GM: NYSE	\$ 44.89	-0.58 ▼	15,606,872	\$ 45.43 \$ 44.15	\$ 45.59 \$ 30.21	7.82	65,414,067
Honda Motor Company, Ltd. HMC: NYSE	\$ 30.18	-0.13 ▼	695,154	\$ 30.29 \$ 30.12	\$ 32.17 \$ 27.05	9.2	2,019,253
Kandi Technologies Group, Inc. KNDI: NASDAQ-GS	\$ 8.20	-0.05 ▼	957,480	\$ 8.30 \$ 7.75	\$ 9.90 \$ 3.40	NE	393,780
Navistar International Corporation NAV: NYSE	\$ 43.74	0.61 ▲	522,742	\$ 44.25 \$ 43	\$ 45.47 \$ 21.94	NE	4,294,524
Navistar International Corporation NAV^D: NYSE	\$ 16	1.00 ▲	5,050	\$ 16.33 \$ 15	\$ 15 \$ 9.33	NE	2,880
Oshkosh Corporation OSK: NYSE	\$ 87.30	1.75 ▲	549,286	\$ 87.61 \$ 85.57	\$ 85.68 \$ 52.001	26.06	6,532,572
PACCAR Inc. PCAR: NASDAQ-GS	\$ 72.93	0.07 ▲	2,750,582	\$ 73.25 \$ 72.34	\$ 74.79 \$ 53.38	19.5	25,625,852
REV Group, Inc. REVG: NYSE	\$ 27.56	-1.12 ▼	494,074	\$ 28.88 \$ 27.40	\$ 31.60 \$ 23.55	NE	1,760,257
Spartan Motors, Inc. SPAR: NASDAQ-GS	\$ 14.70	2.55 ▲	1,573,531	\$ 14.75 \$ 12.45	\$ 12.425 \$ 6.30	133.64	515,882
Tata Motors Ltd TTM: NYSE	\$ 32.11	0.33 ▲	693,742	\$ 32.18 \$ 31.85	\$ 41.74 \$ 28.965	19.7	3,183,771
Tesla, Inc. TSLA: NASDAQ-GS	\$ 355.68	1.08 ▲	4,069,753	\$ 359.78 \$ 352.64	\$ 389.61 \$ 178.19	NE	59,358,368
Toyota Motor Corp Ltd Ord TM: NYSE	\$ 123.19	-0.37 ▼	151,153	\$ 123.68 \$ 123.07	\$ 123.84 \$ 103.62	10.81	3,118,678
Wabco Holdings Inc. WBC: NYSE	\$ 148.60	-1.24 ▼	332,350	\$ 149.88 \$ 148.56	\$ 152.61 \$ 96.10	24.77	7,969,567
Workhorse Group, Inc. WKHS: NASDAQ-CM	\$ 2.61	0.05 ▲	560,052	\$ 2.63 \$ 2.30	\$ 8.71 \$ 1.85	NE	97,416

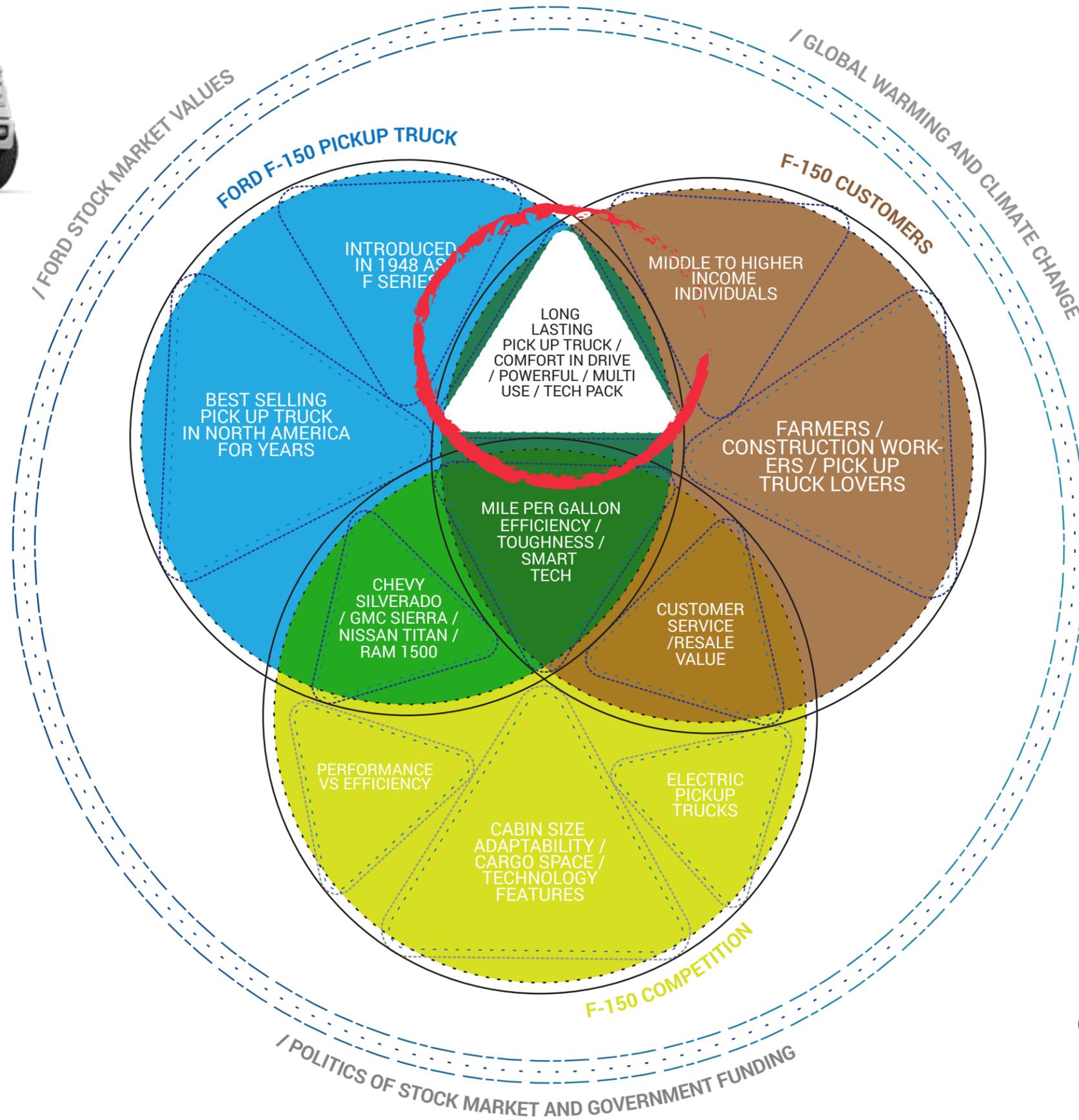
3C'S FRAMEWORK OF COMPETITIVE STRATEGY.



FORD MOTORS
COMPANY OVERALL
CURRENT SITUATION



FORD FOCUS
CURRENT SITUATION



FORD F-150
CURRENT SITUATION

PLAN.

PLANNING IDEAS
FOR FORD



GOALS & FUTURE.

“Deliver our Ford Smart Mobility plan, with a focus on emerging opportunities in mobility.”

“We revealed our vision for the City of Tomorrow and created the City Solutions team to help solve congestion issues and help people move more easily. We announced an agreement to acquire Chariot, a crowdsourced shuttle service, to drive the growth of Ford’s dynamic shuttle service globally. Through FordPass, we continued to focus on enhancing the consumer experience and added functionality to the FordPass app and services over the year. In our markets across the world, we partnered with stakeholders to develop mobility solutions and encouraged innovative tech through a further series of our Innovate Mobility Challenge.”
(Ford.com).



FORD'S CURRENT GOAL FOR CARS.



2017 FIESTA
From \$13,660 †



2018 FOCUS
From \$17,860 †



2018 FUSION
From \$22,120 †



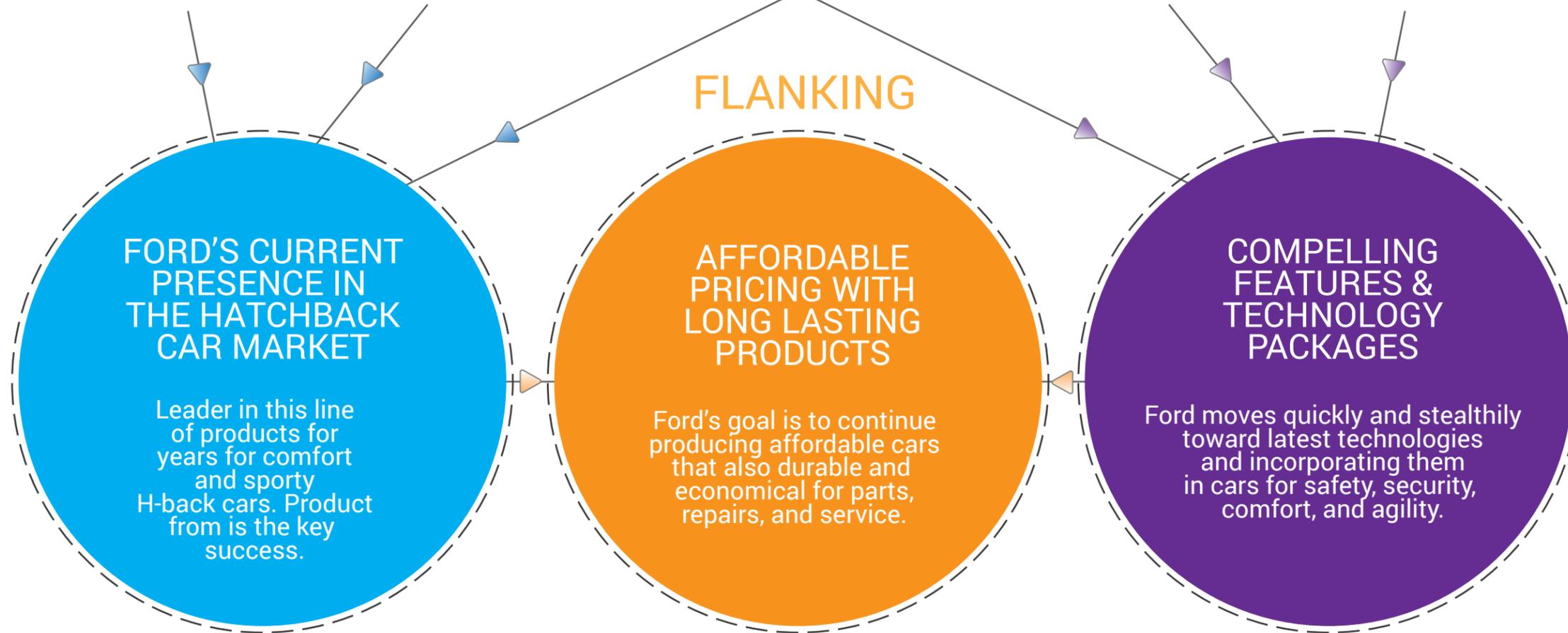
2018 C-MAX
From \$24,120 †



2018 MUSTANG
From \$25,585 †



2018 TAURUS
From \$27,595 †



FORD'S CURRENT GOAL FOR VANS & TRUCKS.



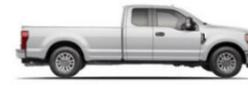
2017 TRANSIT CONNECT
From \$23,010 ¹



2018 F-150
From \$27,380 ¹



2018 TRANSIT PASSENGER WAGON
From \$32,285 ¹



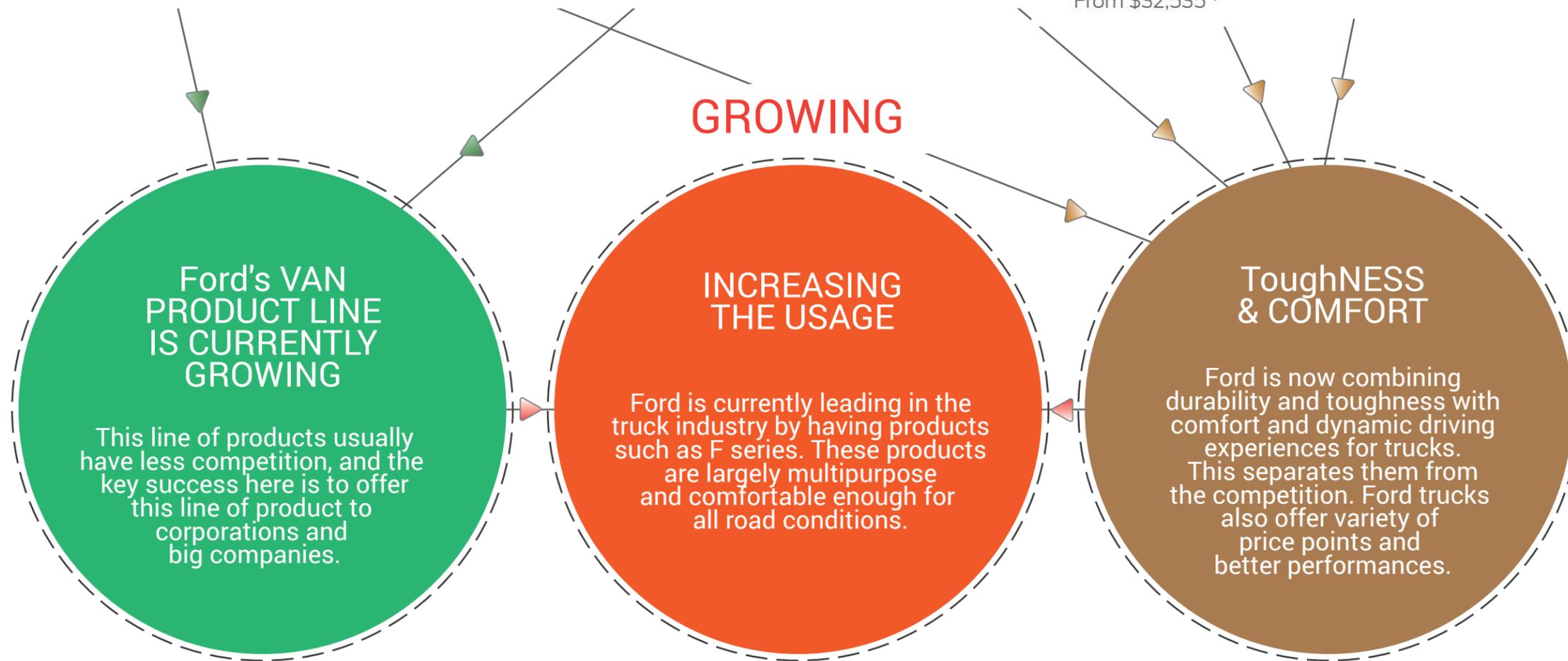
2017 SUPER DUTY
From \$32,535 ¹



2017 SUPER DUTY COMMERCIAL
From \$32,535 ¹



2017 F-150 RAPTOR
From \$49,265 ¹



FORD'S CURRENT GOAL FOR HYBRID & EVs.



2018 FORD C-MAX HYBRID SE
From \$24,120 ¹



2018 FUSION HYBRID SE
From \$26,245 ¹



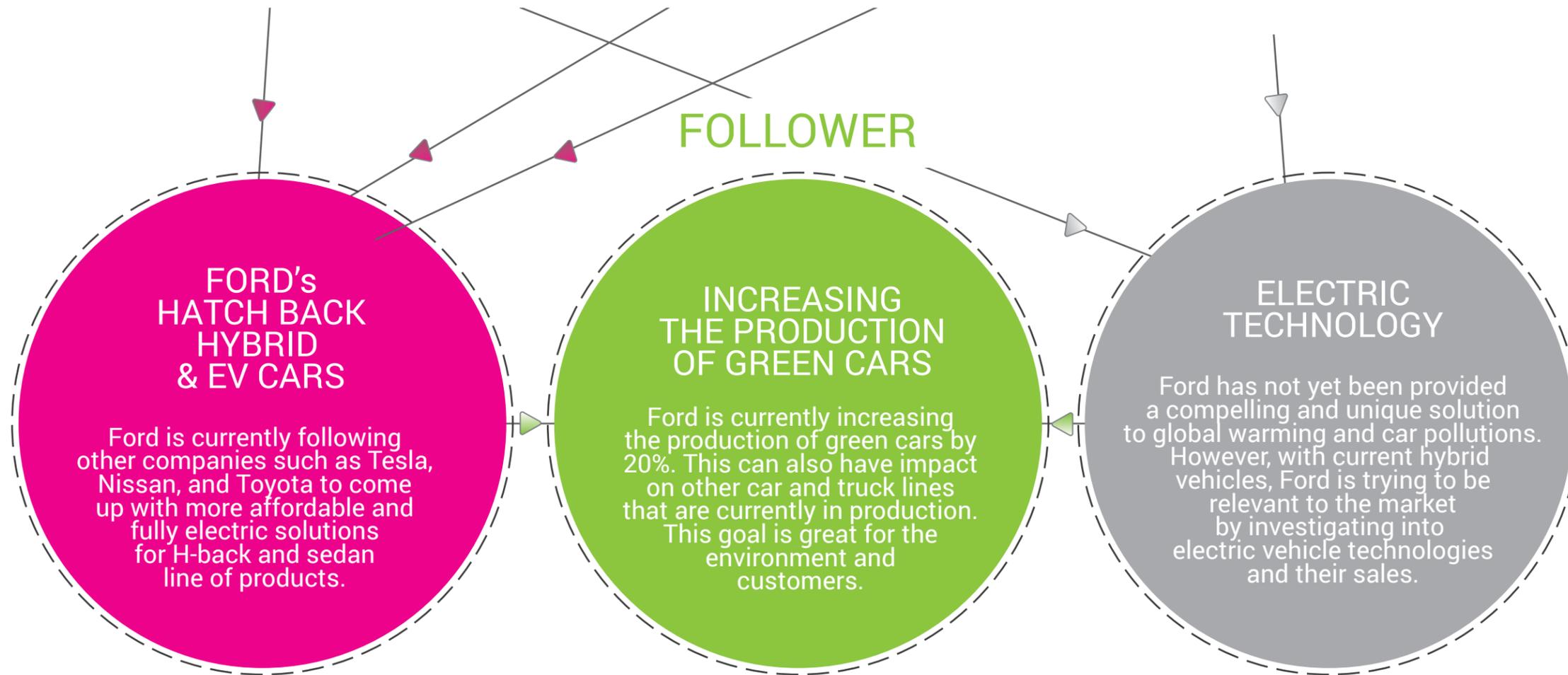
2017 C-MAX ENERGI SE
From \$27,120 ¹



2018 FOCUS ELECTRIC
From \$29,120 ¹



2018 FUSION ENERGI SE
From \$31,305 ¹



FORD'S CURRENT GOAL FOR PERFORMANCE VEHICLES.



2017 FIESTA ST
From \$21,140¹



2018 FOCUS ST
From \$25,075¹



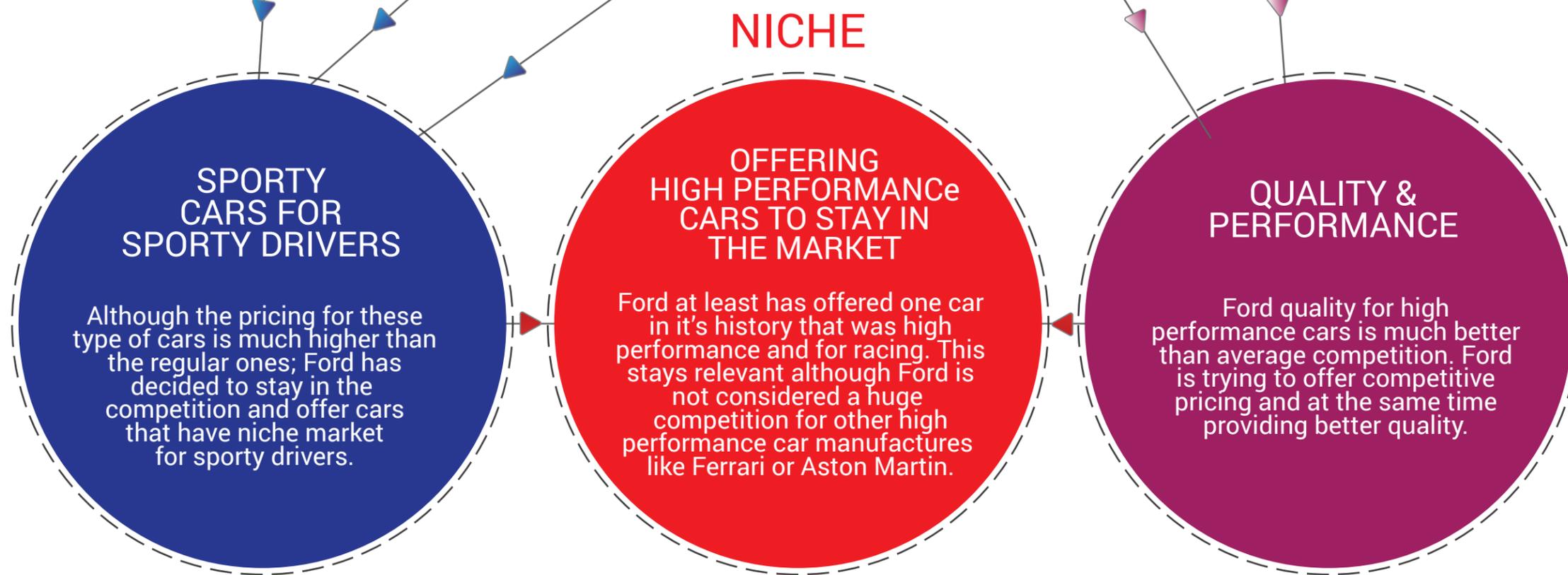
2018 FOCUS RS
From \$41,120¹



2018 MUSTANG
SHELBY GT350®



FORD GT



REFRAMING FORD'S OPPORTUNITIES & PROBLEMS.



FORD TRANSPORTATION

Transporting passengers anywhere on this planet based on different roads, terrains and environments. Producing cars and trucks that are capable of transporting people to different destinations.



SAFELY ENJOYING A TO B TO C... TRANSPORTATION

Having the latest technologies to prevent accidents in order to safely transport passengers.

Air bags, cameras, computer on board, collision detection, safety belts, interior form and space, materials and production of parts.



EXPERIENCE FUN DRIVES WITH MORE AUTONOMY

Autonomous driving can help prevent fatal accidents and proven to be much safer overall. Customers also need to have more fun driving for long distance commutes to keep them entertained.

The combination of fun and autonomy can go well together as the cars get much safer, drivers can be more relaxed and have fun drives.



SMART MOBILITY WITH EMOTIONAL EXPERIENCES

On top of autonomous driving and safety features, customers and drivers need to connect with their vehicles emotionally and intellectually.

This means smart mobility in combination of considering emotional human nature can result in better overall connection with the vehicle and driving experiences. This can be done by artificial intelligence and having an understanding of current human emotions while driving. This increases their confidence and meets customer needs.

HOW TO TRANSPORT PASSENGERS?

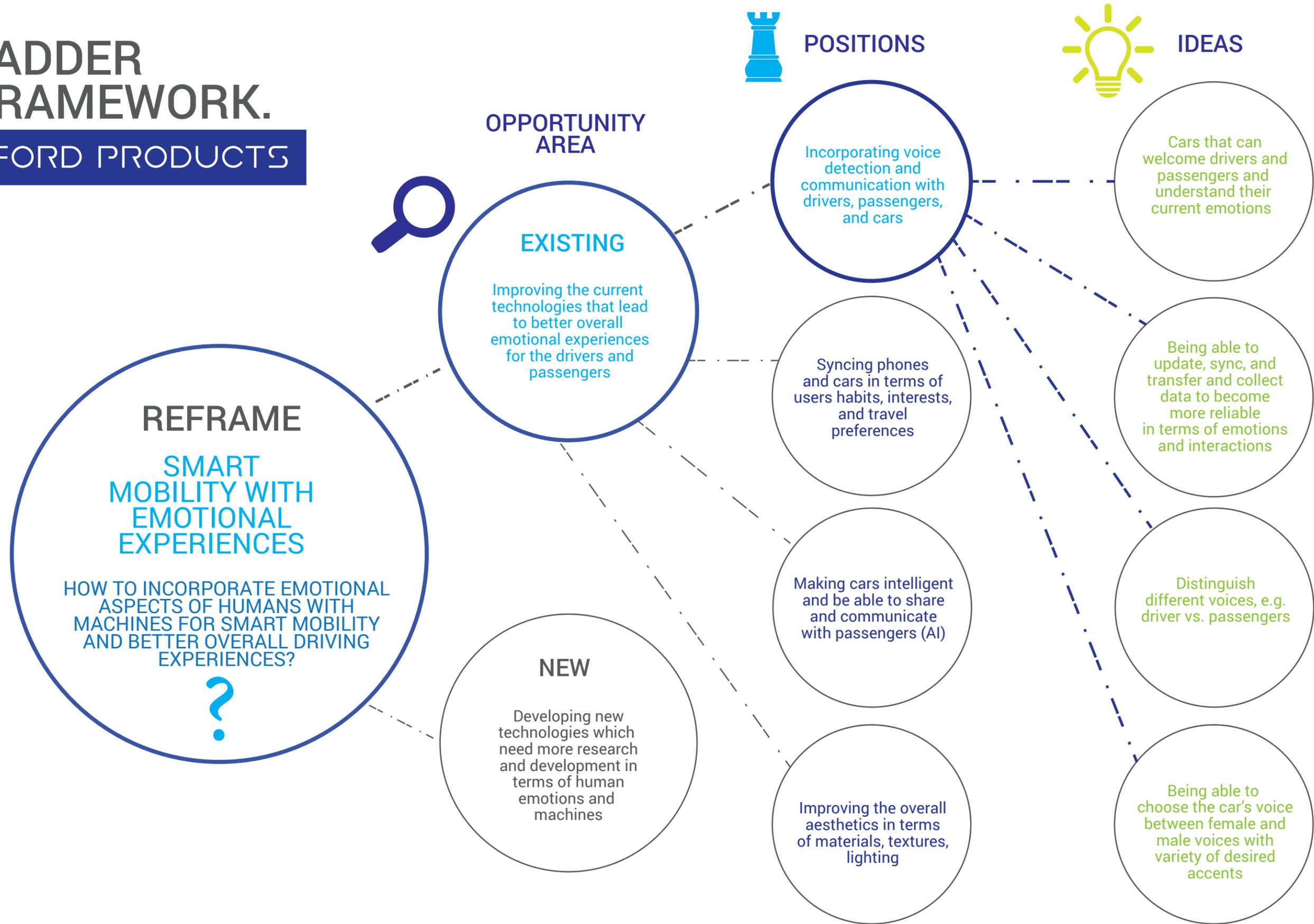
HOW TO INCREASE THE SAFETY OF PASSENGERS WHILE TRAVELING

HOW CAN TECHNOLOGIES HELP TO HAVE BETTER DRIVING EXPERIENCES?

HOW TO INCORPORATE EMOTIONAL ASPECTS OF HUMANS WITH MACHINES FOR SMART MOBILITY AND BETTER OVERALL DRIVING EXPERIENCES?

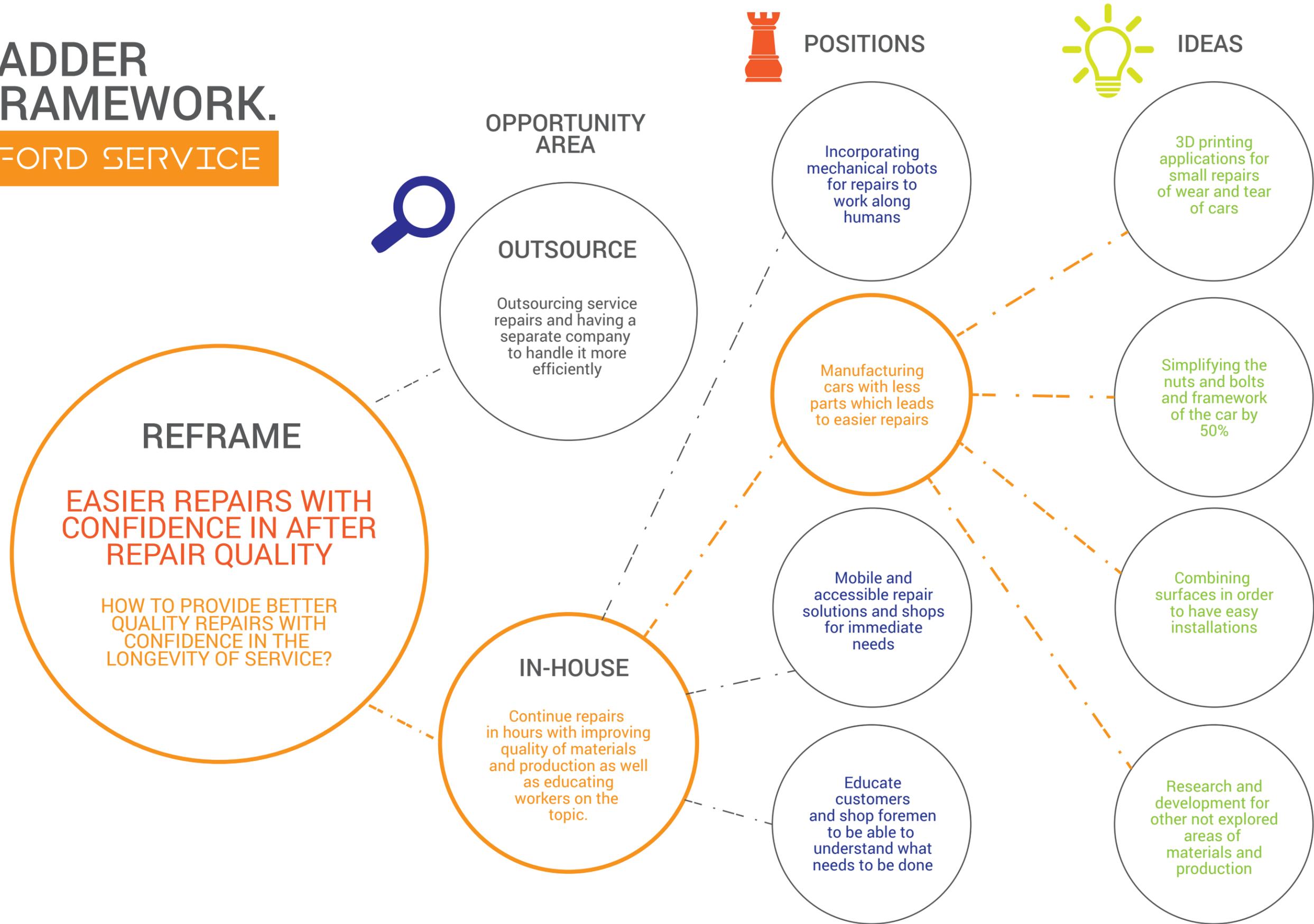
LADDER FRAMEWORK.

FORD PRODUCTS



LADDER FRAMEWORK.

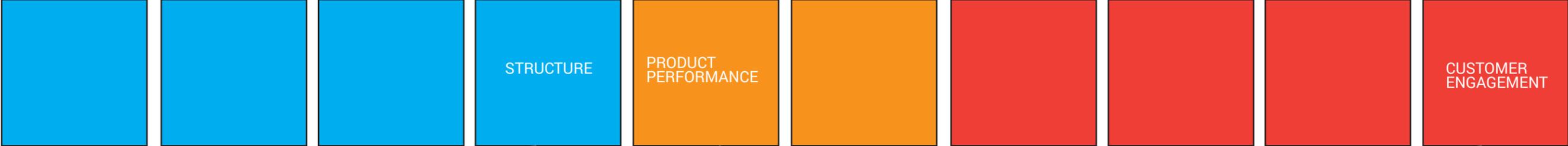
FORD SERVICE



ROBUST FRAMEWORK.

FORD PRODUCTS

RANDOMLY
SELECTED
TACTICS



IT INTEGRATION

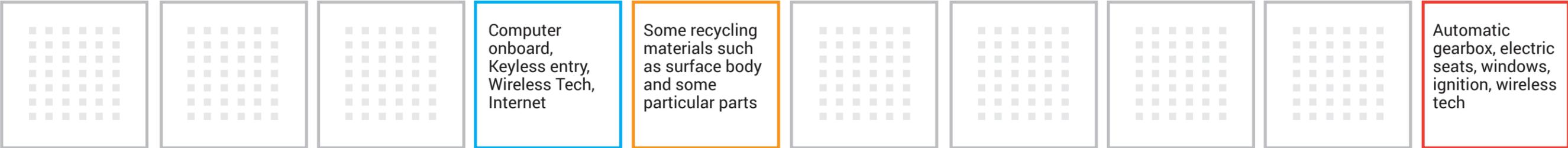
Integrate technology resources and applications

ENVIRONMENTAL SENSITIVITY

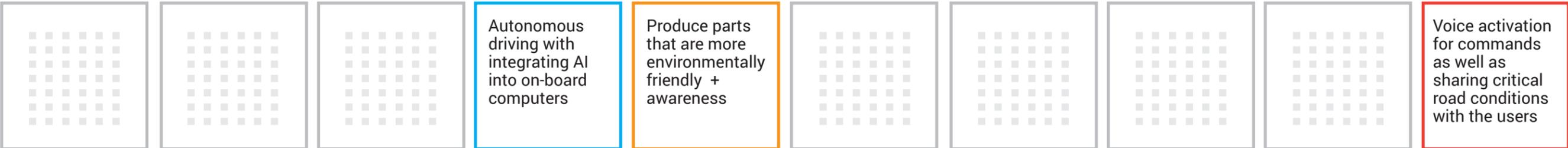
Provide offerings that do no harm or relatively less harm to the environment.

PROCESS AUTOMATION

Remove the burden of repetitive tasks from the user to simplify life and make new experiences seem magical.



TACTICS IN USE | EXISTING OFFERINGS

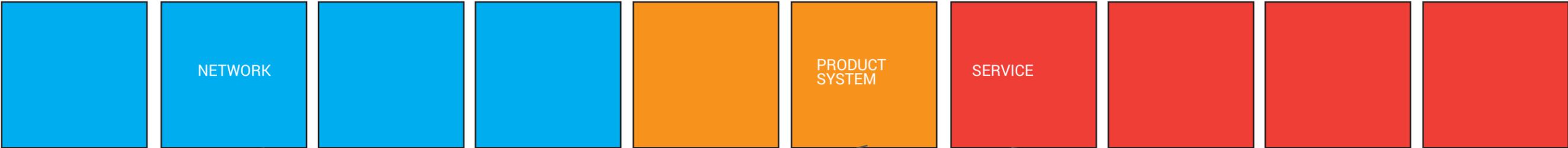


TACTICS IN USE | NEW OPTIONS

ROBUST FRAMEWORK.

FORD SERVICE

RANDOMLY
SELECTED
TACTICS



OPEN INNOVATION

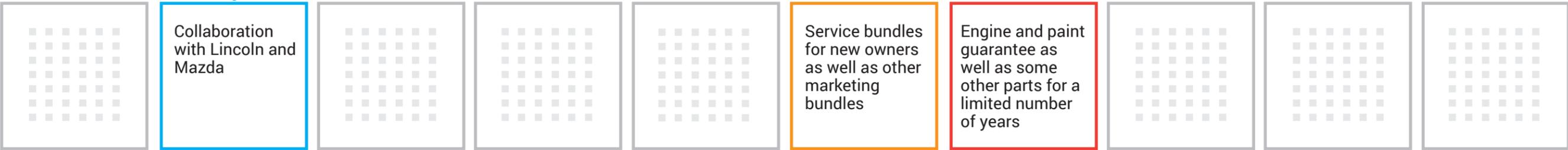
Obtain access to processes or patents from other companies to leverage internal IP and processes.

PRODUCT BUNDLING

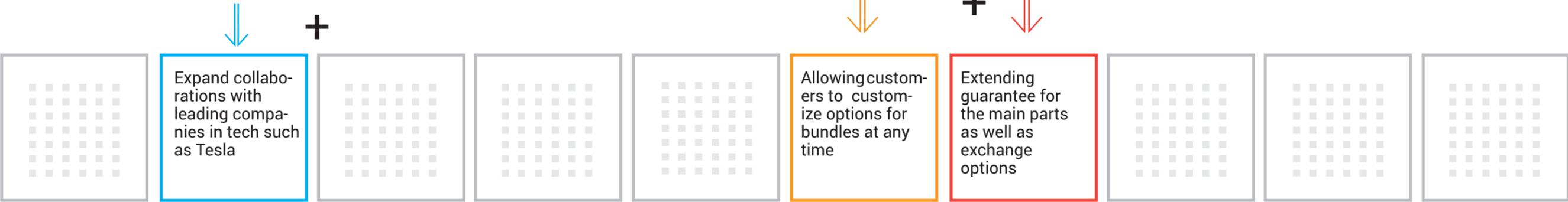
Offer several products for sale as one combined product.

GUARANTEE

Remove the burden of repetitive tasks from the user to simplify life and make new experiences seem magical.



TACTICS IN USE | EXISTING OFFERINGS



TACTICS IN USE | NEW OPTIONS

BALANCED INNOVATION.

IDEAS



Cars that can welcome drivers and passengers and understand their current emotions

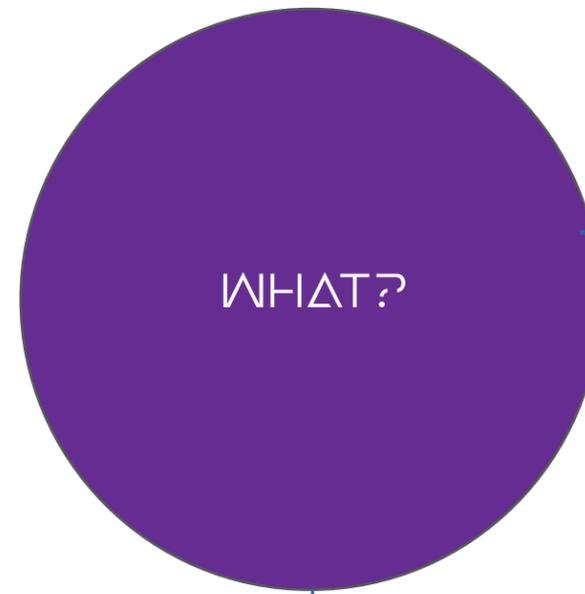
FORD PRODUCTS

IDEAS FROM LADDER FRAMEWORK

Being able to update, sync, and transfer and collect data to become more reliable in terms of emotions and interactions

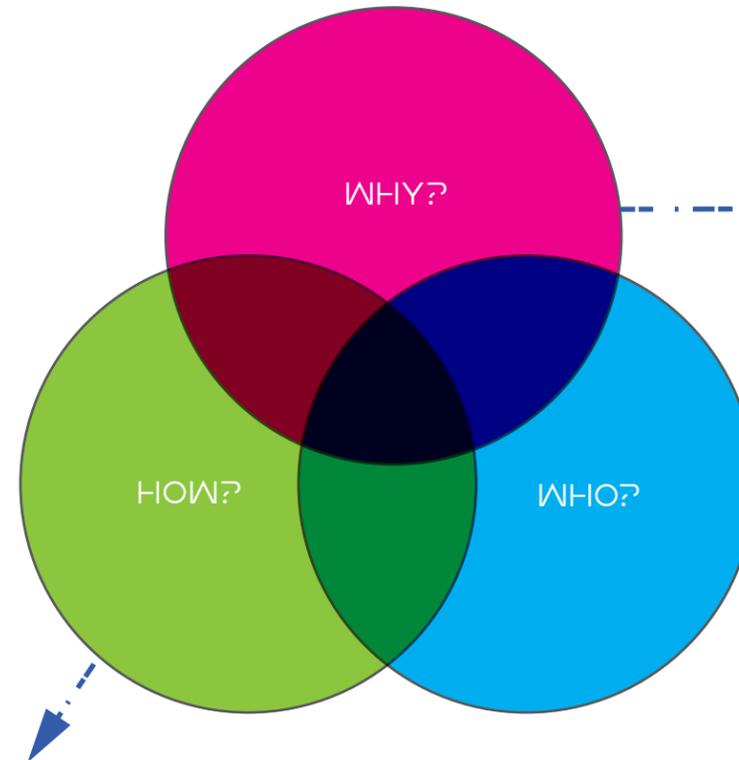
Distinguish different voices, e.g. driver vs. passengers

Being able to choose the car's voice between female and male voices with variety of desired accents



ENHANCING THE COMPUTER SOFTWARE FOR **EMOTION** DETECTION!

In this example, the scenario of advancing cars and transportation vehicles is subject to analyze for choosing. The idea is to make cars more intelligent in terms of detecting the current emotions of passengers specially drivers. This can be done by enhancing the computer software and adding some sort of sensors on the steering wheel to detect heart beat, stress levels and so on.



The true nature of this feature for Ford cars is to differentiate them among competition by adding values that commonly being ignored by other companies. This can also promote safety and security of the driver and passengers which is always a positive aspect.

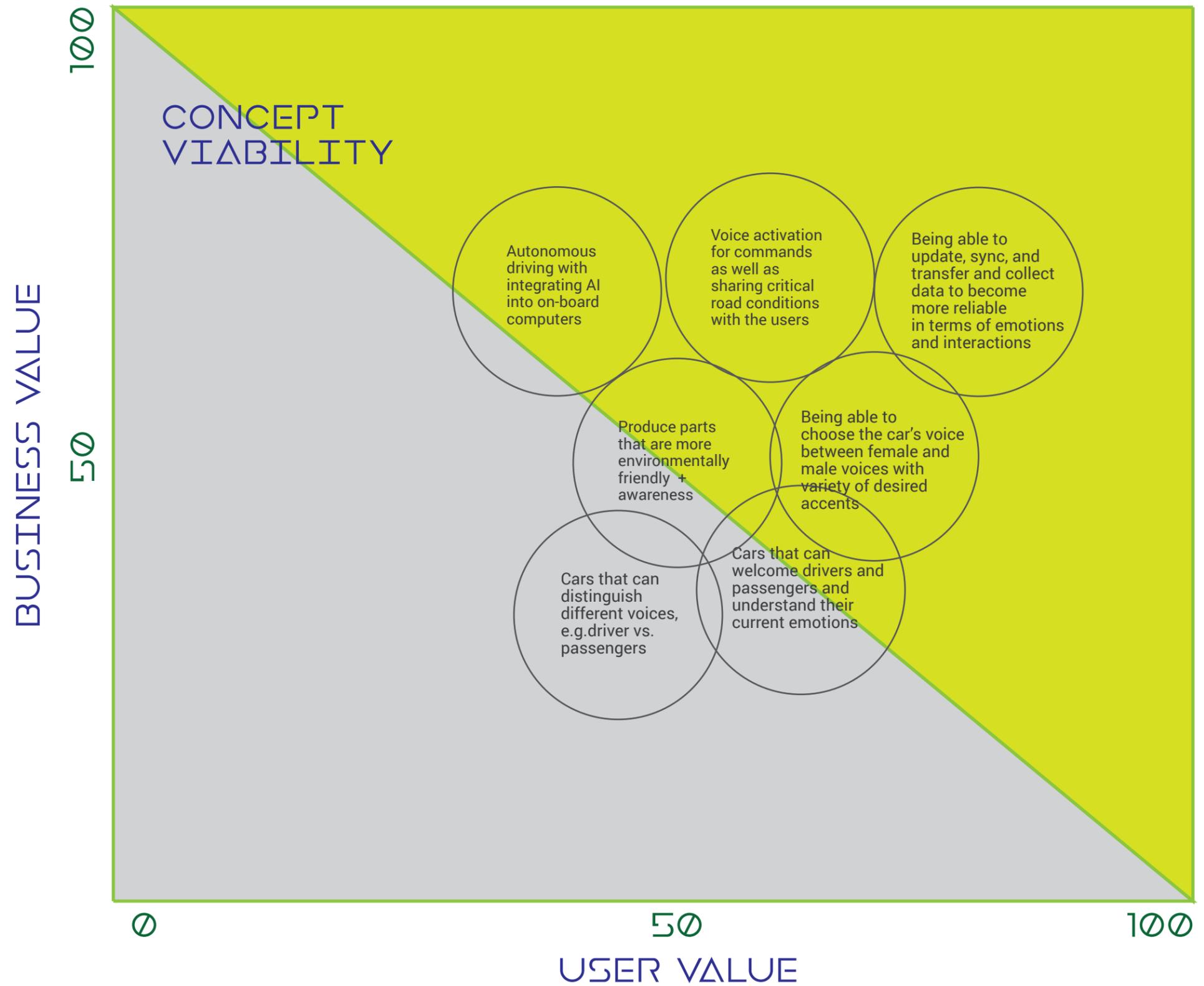
By this enhancement, passengers can benefit from the cars' on board computer prompts to drive safer with more awareness to their surroundings. This can be benefited by the company as well by stepping further into customer emotional needs.

The current technologies are sufficient to accomplish this feature on Ford cars. This however needs user testing in real case scenarios for the true success of this option. Marketing could also be based on safety and more connection between the passengers and the vehicles.

VALUE RANKING.

FORD PRODUCTS

IDEAS FROM ROBUST & LADDER FRAMEWORK



MICRO PILOT.



IDEAS

Simplifying the nuts and bolts and framework of the car by 50%

3D printing parts and sections of the car for repairs, upgrades, and maintenance

Combining surfaces in order to have easy installations

Research and development for other not explored areas of materials and production

FORD SERVICE

IDEAS FROM LADDER FRAMEWORK

MEASURE BEHAVIOR

testing this scenario by developing a test website that has parts for repair / self installation

Measuring how many users, how many times, and what parts they choose to repair or upgrade monthly + observation

QUALITATIVE

QUANTITATIVE

DESIGN RESEARCH

MARKET RESEARCH

DEVELOPING A WEBSITE AND A PLATFORM FOR THE PARTS OF A VEHICLE THAT COULD BE 3D PRINTED

In this chosen scenario, we are going to test and make a micro pilot just like the Zip Car idea within a selected group of people who use Ford products. This can be done by Ford employees who from time to time need to repair their vehicles. A test website with parts that are available for 3D printing can be a good start. Users can select the parts they need to repair or upgrade and they will receive it in their mail shortly after. They need to do their own installation which they receive in an email. After doing this micro pilot testing we can then decide how successful this scenario could potentially be.

ROADMAPS.



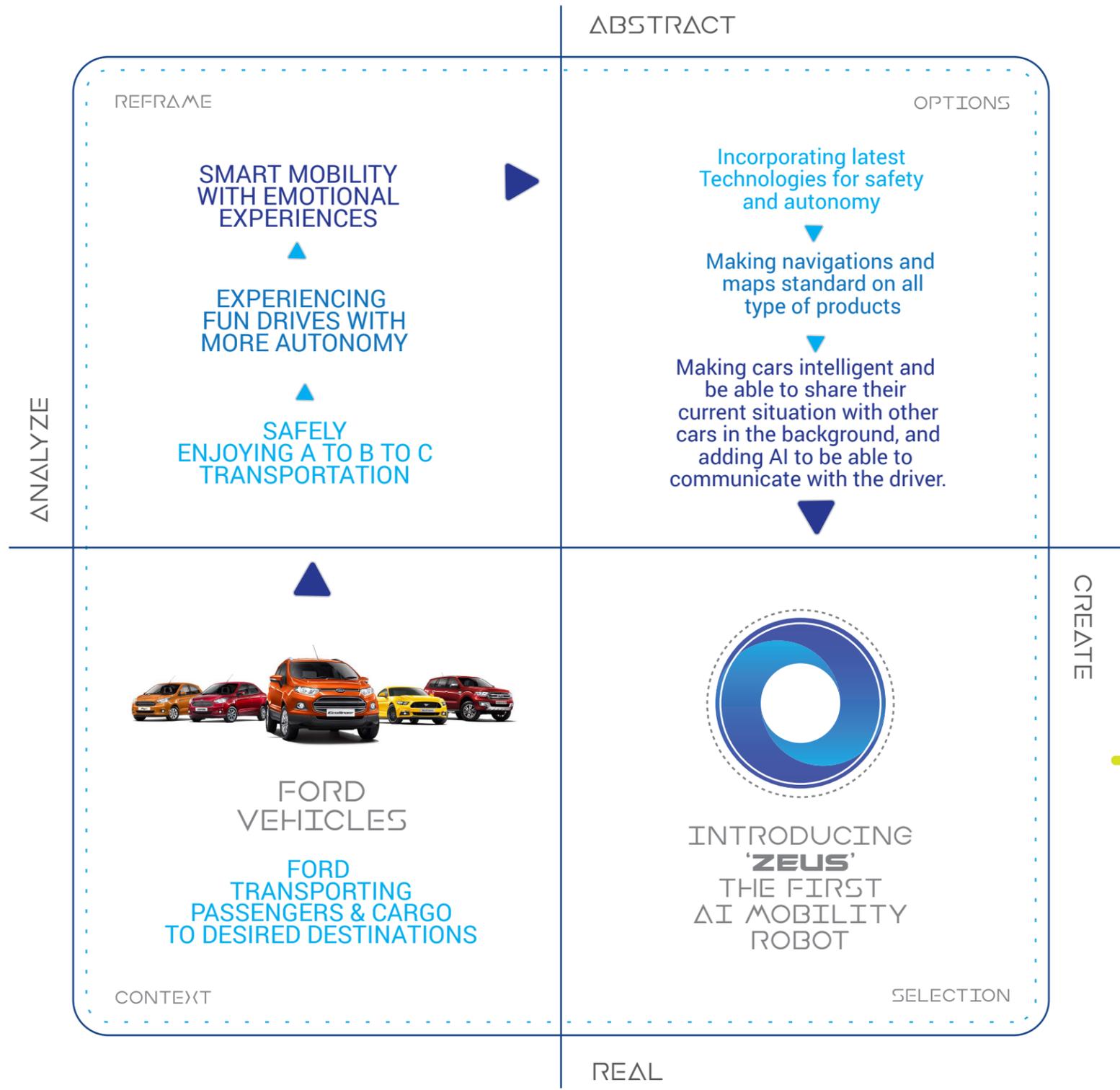
OPPORTUNITY AREAS FORM ROBUST FRAME WORK

	GO	2017	DEVELOP	2018	EXPLORE	2020
<p>OPEN INNOVATION</p> <p>Expand collaborations with leading companies in tech such as Tesla</p>		Try to get inspirations by other leading tech companies	Develop a plan for how to collaborate with other companies in workshops		Hybrid and fully electric vehicles that satisfy customer needs	
<p>PRODUCT BUNDLING</p> <p>Allowing customers to customize options for bundles at any time</p>		Hooking customers with online data for their cars and their needs	Develop an online platform for customers to be able to customize online and choose desired options even after purchase		Cars that are totally customizable based on customer needs so that they will last longer in customer hands.	
<p>GUARANTEE</p> <p>Extending guarantee for the main parts as well as exchange options</p>		Analyzing the parts that need the most care base on customer surveys and facts	Introduce 3D Printing and other cheaper options so that the guarantee could be easily extended.		Cars that last longer and promoting a message that the car would hold its value.	

RATE. IDEAS FROM LADDER & ROBUST FRAMEWORK

FORD PRODUCTS	STRATEGIC IMPORTANCE	COMPETITIVE ADVANTAGE	MARKET ATTRACTIVENESS	CORE COMPE-TENCIES	TECHNICAL FEASIBILITY	BRAND VALUE	FINANCIAL REWARD	TOTAL	FORD SERVICE	STRATEGIC IMPORTANCE	COMPETITIVE ADVANTAGE	MARKET ATTRACTIVENESS	CORE COMPE-TENCIES	TECHNICAL FEASIBILITY	BRAND VALUE	FINANCIAL REWARD	TOTAL
Autonomous driving with integrating AI into on-board computers	5	6	3	2	7	5	2	30	Expand collaborations with leading companies in tech such as Tesla	7	6	4	4	5	6	3	35
Produce parts that are more environmentally friendly + awareness	7	6	4	3	5	6	4	35	Allowing customers to customize options for bundles at any time	3	4	7	3	5	6	4	32
Voice activation for commands as well as sharing critical road conditions with the users	2	5	7	5	6	5	2	32	Extending guarantee for the main parts as well as exchange options	5	5	6	6	4	6	3	34
Cars that can distinguish different voices, e.g. driver vs. passengers	3	3	4	4	3	6	4	27	3D printing parts and sections of the car for repairs, upgrades, and maintenance	3	6	5	4	7	6	5	36
Cars that can welcome drivers and passengers and understand their current emotions	4	6	6	4	5	4	4	33	Combining surfaces in order to have easy installations	2	4	3	5	6	4	4	28
Being able to choose the car's voice between female and male voices wit variety of desired accents	2	4	3	1	4	5	2	21	Research and development for other not explored areas of materials and production	6	7	2	1	2	3	4	25
Being able to update, sync, and transfer and collect data to become more reliable in terms of emotions and interactions	6	7	7	5	6	6	5	42	Simplifying the nuts and bolts and framework of the car by 50%	4	4	3	5	4	4	5	29

PRODUCTS

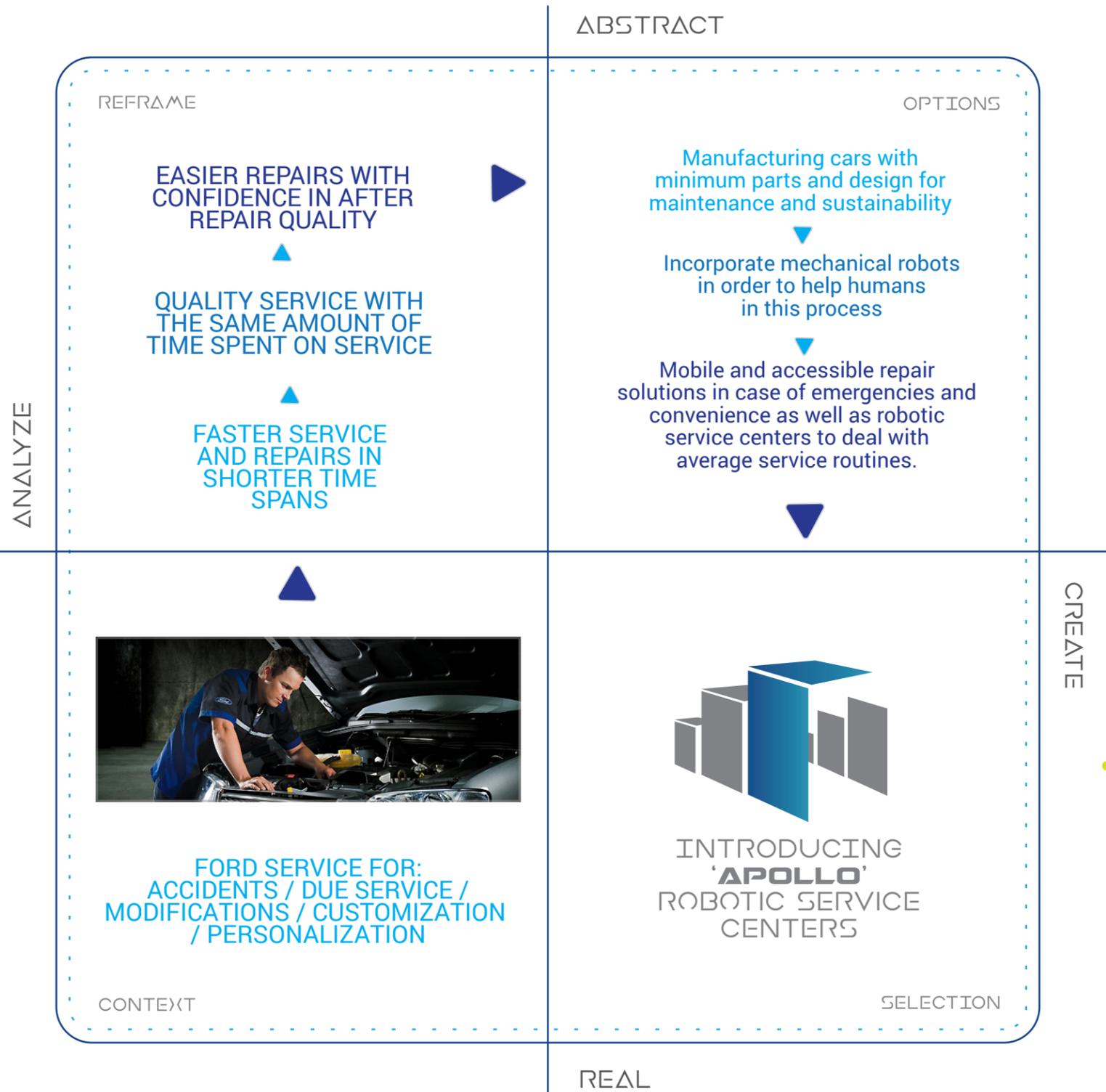


ANALYZE

CREATE



SERVICE



CONCLUSION.

Ford is a large company with over a century of being in the auto industry worldwide. This company is based on core innovative values of mass production, quality, smart mobility and green technologies. Ford offers variety of different type of cars for people with different styles and needs. In fact, one of the main Ford's goals is to serve customers and figuring out their wants and needs in order to produce different cars and trucks.

In my opinion, Ford has done a tremendous job to stay in this business for such a long time. Although, the combustion engine technology is a century old, Ford is trying to move up and compete with other car makers such as Tesla, or VW.

In addition, Ford is known as longevity and quality of parts and service which still remains one of the positive advantages of this company over the competition.

The charts in this report shows how Ford can potentially try to come up with examples of innovation in the product and service industry.

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