

General Motors Corporation

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Executive Summary

The GM Corporation is a global company that operates in the automobile industry with outlets distributed across other countries worldwide. The outlets of the company are either operated by the organization or by franchisees that include conventional franchise arrangements. The company together with its franchises purchases raw materials, assembles car parts, packages the automobiles and sells the products to a range of consumers. Others services include packaging, equipment and other automobile related products that are sold out as wholesale as well as retail goods. Specific products that the firm is involved with and is found in its car exhibition outlets include saloon cars, trucks, pickups, and electric car models among others. This business-marketing plan aims at marketing the car company on the social media, print media and broadcast media among other electronic platforms. The objective is for the firm to increase its sales of the vehicles manufactured, assembled and produced to its online consumers market with other target market consumers with instant deliveries.

Target Customers

As indicated by the company's name, GM is an automobile corporation that designs, builds and sells automobiles throughout the world. The company has its market spread across the globe with significant branches being located in North America, GM Europe, GM International and GM South America. These branches of the firm target all types of customers ranging from the low class of the society to the high class. The target customers are reflected in the models the company manufactures. These include the Chevrolet, Buick, GMC, Cadillac, Saturn, Hummer, and Pontiac. All these models vary in different aspects to capture the specific needs of consumers. Therefore, the diversity of all consumers is captured by the organization. Some of the targeted customers include the young people, women, business people, large corporations that require high quality company vehicles and high end consumers that prefer prestige and class (GM Annual Report 1).

Unique Selling Propositions

Selling is a significant part of GM Corporation as it utilizes all means to ensure that its automobiles are sold. The company's marketing strategy involves fast delivery of customized products to the customer. To ensure quality product delivery, the company has a mission of being a "multinational corporation engaged in socially responsible operations, worldwide. It is dedicated to provide products and services of such quality that our customers will receive superior value while our employees and business

partners will share in our success and our stock-holders will receive a sustained superior return on their investment.” This means that the unique selling proposition of the firm is provision of superior quality products and services to its customers in order to maximize investor returns. Based on this, the firm aims at maintaining leadership in the global automotive industry (GM Annual Report 2).

Pricing and Positioning

The pricing plan is a significant aspect of GM Corporation. The company utilizes several pricing strategies based on the type of market it operates. According to, GM motors utilizes the penetration strategy to penetrate in new markets across the globe. Under this strategy, the company sets lower price of its automobile products and services when compared to existing competitors in order to attract customers. In well established markets full of competitors, GM uses competitive pricing strategy while the cost based pricing is always to ensure that the firm recovers the incurred costs in production. Under the last strategy, GM marketing team adds a mark up to the incurred costs in order to arrive at the selling price of the automobiles. In addition, the company could use any pricing strategy it deems fit for a given market situation. Based on the product quality and the set price, the company has positioned itself in the market as one of the dominant players that compete almost on an equal level with Toyota Corporation and Ford Motors (GM Annual Report 4).

Distribution Plan

Distribution strategies include channels that an organization uses to ensure that its products and services reach the customer. In this case, GM Corporation has effective distribution/place strategies. The first strategy applied by the company involves

direct sale of the products to the consumers through its specific outlets located in different geographical locations across the globe. The outlets are run by different company subsidiaries such as GM North America and GM Europe among others. The second place strategy is utilization of electronic commerce in which the company has a website with the enabled capabilities of conducting online sale of products. The company also has representatives and distributors selling its products in all its markets. The multiple strategies involve several aspects with the firm being the manufacturer and in between the firm and consumers existing wholesalers, franchises, and retailers (GM Annual Report 7).

Special Offers

Competition in the automobile industry is very high with many companies establishing strategies that would increase their market shares. In order to maximize its revenues, GM Corporation utilizes several offers and incentives to motivate customers towards purchase of company products. The offers and incentives cover all its brands and could vary from one brand to another. For instance, the offers associated with the Chevrolet brand include finance specials, cash allowances and lease specials. In addition, the specific offers vary from one model to another. GM has trade in offers that allows customers to exchange the company brands with other products with an addition of cash. In addition, there is a possibility of getting a credit store, and tax credits.

Promotion Strategies

Integrated marketing communication is significant in marketing the automobile company products. This will involve identification of a target market, which is the online community that does not have much time to access automobile company outlets across

the globe. The company should package its product to come with timely delivery from the nearest outlet/exhibition with time and cost advantages. This would increase the affordability of the product while increasing the ability of the company to increase its market share (Morrison, 2013).

Print and broadcast media: The marketing strategy that aims at increasing awareness of the product should also utilize the print and the broadcast media to increase the product awareness. The broadcast media involves the radio and the television adverts that will be aired on all channels, especially in the target markets. On its part, adverts in the print media will include newspapers and magazines, including industry magazines. The adverts should state the benefits of the automobile company, the cost and delivery advantages and the outlets or online sites that a customer could place an order.

Online Marketing Strategy

Social media marketing involves the sale and marketing of the products of a firm online using several websites. The specific targets are online consumers that can engage in not only electronic commerce, but also other forms of trade. The customers are characterized by limited time to access the company outlets. The marketing campaign will include promotion of the automobile company in social sites and online advertising sites. Common social platforms include Instagram, Twitter, LinkedIn, and Facebook among others. In addition, the firm should market its products to other online marketing sites with Google being a significant marketer (Gavronski, 2014).

Strategic Management of the Automobile Company

Strategic management involves creation; execution and evaluation of cross-functional decisions that will enable a firm realize its goals and objectives. It involves the process of specifying the firm's policies and procedure to achieve these objectives (Sadler 103). For the automobile company to realize its targets its goals and objectives, it has to execute plans and actions in its functional areas. These plans and actions constitute the functional strategies of the firm. They help ensure that the possessions and capabilities found in the functional areas are used inventively and efficiently in doing the firm's business. Functional strategies that the firm takes into consideration include designing of products, treating the firm's people with respect since it is the only way of sustaining long-term growth. The organization also prioritizes the support process since it helps it acquire the information they need when carrying out its activities. These strategies contribute in creating a sustainable aggressive advantage over the other organizations. An organization will develop its competitive strategy depending on the competitive advantage it has over other firms in the same industry.

An organization exploits the competitive advantage it has over other firms by design a competitive strategy that makes it outshine its competitors. The organization is to understand its market to create a unique product that satisfies the customers' needs. When an organization's costs are high to compete with the low-cost leader, it becomes stuck in the middle. Stuck in the middle occurs when its products and services are not differentiated enough to compete with the differentiator. Firms can position themselves by choosing a competitive advantage by aligning resources, distinguishing capabilities, and hub competencies. Although organizations can be stuck in the middle, choosing an

appropriate competitive advantage can help it overcome the challenge (Witcher and Chau 123).

Referral and Retention Strategies

Corporate strategy involves the processes and plans an organization uses to accomplish its objectives. Every organization has to lay out plans that will enable it achieve its goals. Both corporate strategy and organizational strategy are important for a company's survival and existence in the market. Corporate strategy helps the organization understand its products and the kind of employees it has. It helps come up with ways that take into consideration the welfare of its employees. Corporate growth strategies will involve products improvements, creating new products and extending the products lines. Diversification strategies will entail diversifying business into other unrelated businesses. Marketing strategies will involve expanding markets for existing products and targeting new segments (Witcher & Chau, 2010).

The automobile company's growth strategies will mainly concentrate on making the business stable. This improves its benefits by growing its North America soup and simple meals business. Every business operates having in mind the idea of expanding one day. The automobile company plans to expand its international coverage and particularly in the developing countries where we have the emerging markets. The automobile company also plans and intends to continue growing its vehicle models and backed snacks business to help realize its profit target. Due to the large market that the automobile company intends to reach, increasing the labor force will be vital to ensure

that production is always constant hence no delays in delivery. Diversifying its products will ensure that most customers get their preferred choices of products. Diversification will also ensure that the risk rates are minimized.

Joint Ventures and Partnerships

Expansion involves increasing its services and its product to a larger market. Expanding a business in an emerging market will have some benefits to the automobile company although some challenges are also expected. If the automobile company sets up an outlet shop in an emerging market and builds early success, it can become the recognized brand and hence this would be an appealing opportunity for expansion. It can also build local partnership and hence have an advantage over competitors that come along. There will also be existence of untapped capital, and this will not only help the automobile company expand abroad but also bring in new assets for local growth. The automobile company may also have trouble in emerging markets such as; cultural risks. Cultural practices, rituals and product usage differ around the world and hence new economies may have different expectations than ones in which the business is established. In addition, emerging markets often have less developed legal and ethical protections hence the automobile company risks encounters with fraudsters and crooked law enforcement agents (Zimmerer and Scarborough 98).

A multi-country strategic approach is normally appropriate for organizations that dominate the local competition and enjoys a good local response. A global strategic approach works best in markets that are globally competitive or are starting to globalize. Since the automobile company deals with similar products, applying global strategy will

be the best option since it deals with products that are similar and close. This approach also suits emerging markets and since the automobile company wants to expand in them, it would be the best to use. The automobile company's is based in the U.S hence a global strategy would work best for it. It requires uniform and coordinated strategic decisions that are to be used in all the markets that it operates (Witcher & Chau, 2010).

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