Chase Martins sources

<http://www.theofficialboard.com/org-chart/ford-motor>

Mgt 321

<https://corporate.ford.com/microsites/sustainability-report-2014-15/strategy-business.html>

<http://corporate.ford.com/microsites/sustainability-report-2013-14/supply-creating-relationships.html>

<http://corporate.ford.com/microsites/sustainability-report-2013-14/supply-creating-relationships.html>

Social responsibility

<http://www.ford.co.uk/experience-ford/AboutFord/CorporateSocialResponsibility>

<http://corporate.ford.com/microsites/sustainability-report-2013-14/environment.html>

<http://corporate.ford.com/microsites/sustainability-report-2013-14/blueprint-governance-stakeholder.html>

<http://corporate.ford.com/company/community.html>

<https://corporate.ford.com/microsites/sustainability-report-2014-15/environment-climate-ghg.html>

Mikayla Ballor - Ford Project – International Activities:

Objective: Describe the firm’s international activities:

I. What international markets is Ford active in?

A. List of Ford’s markets: Asia Pacific, Europe, South America, Middle East and Africa.

<https://corporate.ford.com/microsites/sustainability-report-2014-15/review-world.html>

B. What is the largest market out of these?

<https://corporate.ford.com/microsites/sustainability-report-2014-15/strategy-financial-data-market.html>

C. Explain the European Market

Europe market drops: 2012

<http://www.bloomberg.com/news/articles/2012-04-27/ford-profit-fall-as-losses-in-international-operations>

Europe NOW 2016:

<http://www.autonews.com/article/20160201/OEM/302019965/international-operations-help-fords-bottom-line>

D. Explain Japan’s Market

Cut ties in Japan and Indonesia:

<http://www.autonews.com/article/20160131/GLOBAL02/302019977>

II. Does the firm face international competitors and if so from where?

A. List of all Ford’s Competitors

<https://www.strategicmanagementinsight.com/swot-analyses/ford-swot-analysis.html>

B. Give the market share for each of the four active markets Ford is in.

<https://corporate.ford.com/microsites/sustainability-report-2014-15/review-world-sa.html>

<https://corporate.ford.com/microsites/sustainability-report-2014-15/doc/sr14-form-10-k.pdf>

C. What are the top rankings of car sales in each location? Where does Ford sit?

D. Compare Ford with another American company (GM or Chrysler). What are their international market shares?

Business Insight – on my Email

III. Does Ford use international suppliers?

A. Do they buy supplies internationally? Where do their raw materials come

   from?

Source below: how many suppliers Ford uses globally and how much money they spend:

<https://corporate.ford.com/microsites/sustainability-report-2014-15/supply-overview.html>

<http://www.investopedia.com/ask/answers/052715/who-are-fords-f-main-suppliers.asp>

Above source is a list of suppliers and what product Ford buys from them.

IV. What percentage of annual sales come from international venues?

A. 10K – breakdown of each number for revenue.

Page 172

<http://corporate.ford.com/annual-reports/annual-report-2014/files/201_Ford_Annual_Report_sm.pdf>

Jon DeCooman’s Sources:

SWOT Analysis

<http://www.forbes.com/pictures/eggh45eiki/7-ford-motor/#3eee6b9f3723>

<http://marketrealist.com/2016/03/fords-global-market-share-fallen-last-decade/>

<http://pestleanalysis.com/swot-analysis-of-ford/>

**Strengths:**

US Market Share (2nd):

<http://corporate.ford.com/microsites/sustainability-report-2015-16/mobility-data-market.html>

Strong & Increasing Free cash flow:

<http://www.marketwatch.com/investing/stock/f/financials/cash-flow>

Majority of Market share in commercial vans:

<http://www.goodcarbadcar.net/2016/07/june-2016-usa-commercial-van-sales-by-model.html>

Truck line extremely popular (best selling vehicles in North America), best selling ford vehicle for past decade:

Siuru, Bill. "Ford trucks: the evolution of vehicles for work and play." *Mechanical Engineering-CIME* Apr. 1992: 58+. *Business Collection*. Web. 23 Oct. 2016.

**Weaknesses:**

Lincoln reputation and U.S. market share:

<https://www.statista.com/statistics/287620/luxury-vehicles-united-states-premium-vehicle-market-share/>

Restructuring of brand portfolio (decrease # of product lines):

<http://www.detroitnews.com/story/business/autos/detroit-auto-show/2015/01/13/ford-decrease-global-platforms/21730991/>

Sales dependent on N.A. & European markets:

<https://www.statista.com/statistics/258003/revenue-by-region-of-ford/>

**Opportunities:**

Untapped potential in Asian markets:

<https://www.thefinancialist.com/drive-time-in-emerging-markets/>

Improving U.S. & Canadian economy (largest market share)

Focus on eco friendly/ alternative fuel sources for cars:

[http://www.ford.com/green/fuel-efficiency/?searchid=65131474|14861752594|90639158&ef\_id=Ud80fAAABSKY5ssC:2015101915383](http://www.ford.com/green/fuel-efficiency/?searchid=65131474%7C14861752594%7C90639158&ef_id=Ud80fAAABSKY5ssC:2015101915383)

**Threats:**

Increasing foreign presence in U.S. auto market (Ford’s biggest market share):

Emergence of new technologies (Uber, mass public transportation):

Lower fuel prices reduce interest in alternate fuel driven automobiles

Ryan Poppenger Sources

History/Background

<https://corporate.ford.com/company/history.html>

<http://wardsauto.com/news-analysis/history-ford-motor-co>

<http://www.fordmotorhistory.com/history/>

<http://dealbook.nytimes.com/2008/03/26/fords-ma-legacy/?_r=0>

<http://corporate.ford.com/microsites/sustainability-report-2013-14/blueprint-governance-management-environmental.html>

Ahmed Alfaraj sources

**Strategy**

<https://corporate.ford.com/microsites/sustainability-report-2014-15/strategy-business.html>

<https://corporate.ford.com/microsites/sustainability-report-2014-15/strategy-governance-processes.html>

<http://0-search.proquest.com.library.svsu.edu/docview/904000752/fulltext/6620FFF463D34494PQ/1?accountid=960>

<http://www.prnewswire.com/news-releases/executive-analysis-of-the-global-operations-of-ford-motor-company-300196926.html>

<http://www.motorworldmagazine.com/index.php/featured-content/1906-ford-motor-company>

<https://media.ford.com/content/fordmedia/fna/us/en/news/2015/02/17/executive-announcement.html>

<http://fsbcorestrategies.com/ford/>

<http://www.nbcnews.com/id/43391595/ns/business-the_driver_seat/t/new-strategy-ford-aims-top/#.WA1CpS0rLIU>