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HONDA MOTORS COMPANY LTD



INTRODUCTION


Honda Motors Company Ltd is a global company dealing majorly in the automotive and power equipment with high growth and success all through The company. The position of the company to have been able to forecast and respond adequately to changes in the market and advancement in technological front plays a crucial role in the ability of the company to cope with the dynamically changing nature of its operation.





STRATEGIC MANAGEMENT


The strategic issues explored in the case solution relate to Honda Motors and these are intensified competition, changing market trends and transition to cleaner energies. Especially, the focus is made on how Honda works on the increase of its share of EVs and the development of environmental responsibility.





REPRESENTING STRENGTH


Another potential factor representing strength at Honda is its devotion to innovative approaches. The firm has a history of introducing innovations both in its automotive and its mechanical power equipment sectors. Using Honda as the case solution the paper focuses on the actions it has taken to improve the performance of Honda vehicles, their fuel efficiency and their impact on the environment through the creation of hybrid or fully electric cars.





CONCLUSION

From the Honda Motors Company Ltd case solution I learnt key factors the firm has adopted while making strategic decisions in order to thrive in the exceedingly competitive automobile industry throughout the globe. The analysis of Honda's strengths and weaknesses provide a good insight of how the organisation has managed to sustain itself in such a volatile market.





RECOMMENDATION

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