

HARLEY DAVIDSON PROJECT



INTRODUCTION


The Harley Davidson Project case solution analyzes the management strategies and operational changes implemented by Harley Davidson which is a renowned name in motorcycles. The case outlines the specific company, whose brand is recognizable worldwide and has stable consumers' following. However, the company has experienced some significant issues that have required important factors' assessment and further management improvements. In the following case blended learning implementation case study, the strategies used to address these concerns and the consequent results are presented.



BACKGROUND

Harley Davidson motor company was founded in 1903 and currently has a very established brand in the class Higher-fat motorcycles.

Nonetheless, the observed period revealed some challenges that the company faced, like the reduced sales, the population with the higher average age, and the competition with the manufacturers, based in other countries. Such problems called for a complex project and updated brand development for the company to become sustainable in the long run.



RESULTS AND IMPACT

The strategies, and measures taken by Harley Davidson management produced beneficial outcomes for the organization. The brand rejuvenation initiatives really helped in marketing the products for the younger population thereby ensuring that the new generation of consumers was locked into the business. Flows and other changes on the production lines lead to cost reduction and better productivity, guaranteeing the company better seclusion in the market.



CONCLUSION

The Harley Davidson Project case solution explains the need for strategies that incorporate changes within a particular market as well as several organizational shortcomings. Worthy, Harley Davidson successfully updated a brand image and improved manufacturing methods, thus it is possible to successfully pass through a crisis period and guarantee generations of motorcycle fans the company appearance.

This case affirms the fact that strategic management and implementation of initiatives is a dependable recipe for business success.





REFERENCES

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