Volume 23 Issue 9
Originally issued as A4



Global Journal of Management and Business Research: A Administration and Management
Volume 23 Issue 4 Version 1.0 Year 2023
Type: Double Blind Peer Reviewed International Research Journal
Publisher: Global Journals
Online ISSN: 2249-4588 & Print ISSN: 0975-5853

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By Siddharth Keswani & Chirag Seth

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Ford is one of the leading players in the global automotive industry and has implemented a successful product and pricing strategy in its international marketing efforts. The company's product strategy involves offering a wide range of vehicles that cater to diverse consumer needs and preferences. Ford has a robust product development and innovation process that allows it to introduce new models and upgrades frequently, ensuring that its offerings remain competitive and relevant in the market. In terms of pricing strategy For example, in India, Ford has launched several models with smaller engine sizes to cater to the country's growing demand for fuel-efficient vehicles. In terms of product strategy.

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Keywords: *analysis, automobile, comparison, ford, Volkswagen.*

GJMBR-A Classification: *ACM: J.4*



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Comapritive Analysis of Ford and Volkswagen on the basis of their Strategies

Siddharth Keswani [α] & Chirag Seth [σ]

Abstract- The paper aims at providing a systematic analysis of operations of Ford Motors and Volkswagen. They are compared on basis their strategies and how they are performing globally. Brief description about both of them is mentioned below.

Ford is one of the leading players in the global automotive industry and has implemented a successful product and pricing strategy in its international marketing efforts. The company's product strategy involves offering a wide range of vehicles that cater to diverse consumer needs and preferences. Ford has a robust product development and innovation process that allows it to introduce new models and upgrades frequently, ensuring that its offerings remain competitive and relevant in the market. In terms of pricing strategy For example, in India, Ford has launched several models with smaller engine sizes to cater to the country's growing demand for fuel-efficient vehicles. In terms of product strategy.

Volkswagen (VW) is a multinational automotive company that has successfully implemented various strategies in international marketing. One of the company's main strategies is to customize its products and marketing campaigns according to the needs and preferences of different regions and countries. VW has established local production facilities in several countries, enabling it to produce cars that are specifically tailored to the local market's demands. This approach has helped the company to increase its market share in various regions, including Europe, Asia, and the Americas. Another important strategy for VW is to create a strong brand image globally.

This paper can help in coming to the conclusion which company is better in terms of operations.

Keywords: analysis, automobile, comparison, ford, Volkswagen.

I. Introduction

Ford and Volkswagen (VW) are two of the largest automotive companies in the world, with a rich history of producing some of the most iconic cars on the road. These companies have been at the forefront of innovation, technology, and design, and have consistently adapted to changes in the global automotive industry to maintain their position as industry leaders. This research paper aims to provide an in-depth analysis of Ford and VW, examining their history, current operations, and future plans, as well as comparing and contrasting their strategies in various areas of the business.

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a) History of Ford & Volkswagen

Ford Motor Company was founded by Henry Ford in 1903 and quickly established itself as a leading manufacturer of automobiles. Ford is credited with revolutionizing the automotive industry with the introduction of the assembly line, which made mass production of cars possible. The Model T, which was introduced in 1908, became the first affordable car for the middle class, and by 1913, Ford was producing over 1,000 cars per day. The success of the Model T cemented Ford's position as a major player in the global automotive industry.

Over the years, Ford continued to innovate and produce some of the most iconic cars in history, including the Mustang, the Thunderbird, and the F-150 pickup truck. The company also expanded into other areas of the automotive industry, such as luxury cars and electric vehicles. Today, Ford is a global company with operations in over 100 countries, and continues to be a major player in the automotive industry.

Volkswagen was founded in 1937 in Germany, with the goal of producing affordable cars for the masses. The company's first car was the Volkswagen Beetle, which became one of the most iconic cars in history. The Beetle was designed to be simple, reliable, and affordable, and it quickly became a symbol of the post-war economic boom in Germany. Volkswagen continued to produce a range of successful cars over the years, including the Golf, the Passat, and the Polo. In recent years, Volkswagen has faced a number of challenges, including the "dieselgate" scandal in 2015, which involved the company using software to cheat emissions tests on some of its diesel engines. The scandal resulted in billions of dollars in fines and compensation, and damaged the company's reputation. However, Volkswagen has since implemented a number of changes and is working to regain the trust of consumers.

II. Overview and Strategies of Volkswagen Along with its Comparison with Ford

a) Current Operations of Volkswagen

Volkswagen is also a global company with operations in Europe, Asia, and the Americas. The company produces a range of cars under various brands, including Volkswagen, Audi, Porsche, and

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Lamborghini. In recent years, Volkswagen has focused on expanding its electric vehicle offerings, and has launched several new models, including the ID.3 and ID.4. The company has also invested heavily in research and development, particularly in the area of autonomous driving technology. In addition, Volkswagen has established partnerships with other companies, such as Ford, to collaborate on technology and production.

b) Company Overview

Ford Motor Company is an American multinational corporation that was founded in 1903. It is the second-largest automaker in the United States and the fifth largest in the world. The company produces a wide range of cars, trucks, SUVs, and commercial vehicles under various brands, including Ford, Lincoln, and Mercury. Ford is known for its innovation, such as the assembly line, and has a strong legacy of producing high-performance cars such as the Mustang.

Volkswagen Group is a German multinational corporation that was founded in 1937. It is the largest automaker in Europe and the second-largest in the world. The company produces a wide range of cars, including Volkswagen, Audi, Porsche, Skoda, and Bentley. Volkswagen is known for its engineering excellence, such as the air-cooled engine and the DSG transmission. The company has a strong focus on sustainability and has been investing heavily in electric and autonomous vehicles.

i. *Business Strategies*

Ford and VW have both implemented various business strategies to maintain their competitiveness in the global market. These strategies include product differentiation, cost-cutting, diversification, innovation, and strategic partnerships.

ii. *Product Differentiation*

One of the primary strategies that both companies have used is product differentiation. Ford and VW have focused on producing cars that cater to different market segments and regions. Ford's product portfolio includes a wide range of cars, trucks, and SUVs that are targeted towards different consumer segments. For instance, the Ford Mustang is targeted towards performance enthusiasts, while the Ford F-Series is targeted towards commercial customers. VW has also adopted a similar approach by producing cars under different brands such as Volkswagen, Audi, Porsche, and Skoda, each targeting different customer segments.

iii. *Cost-Cutting*

Both companies have also implemented cost-cutting measures to improve their profitability. Ford has been restructuring its operations and reducing its workforce to improve efficiency and reduce costs. VW has been focusing on reducing its material costs and streamlining its production processes to increase efficiency.

iv. *Diversification*

Both companies have diversified their product offerings to expand their market presence. For example, Ford has expanded its business to include mobility services such as ride-sharing and electric bikes. VW has also diversified its business to include mobility services and has invested heavily in electric and autonomous vehicles.

v. *Innovation*

Both companies have also invested in innovation to stay ahead of the competition. Ford has been investing heavily in electric and autonomous vehicles and has formed partnerships with various tech companies such as Argo AI and Rivian. VW has also been investing in electric and autonomous vehicles and has set ambitious targets to become carbon neutral by 2050.

vi. *Strategic Partnerships*

Finally, both companies have formed strategic partnerships to strengthen their market position. For instance, Ford has formed partnerships with various companies such as Mahindra and Rivian to develop electric and autonomous vehicles. VW has formed partnerships with various tech companies such as Microsoft and Amazon to develop digital services for its cars.

vii. *Products*

Ford produces a wide range of cars, including sedans, trucks, SUVs, and electric cars. The company's most popular models include the F-150, the Mustang, and the Explorer. Ford's electric cars, such as the Mustang Mach-E, are becoming increasingly popular as consumers seek eco-friendly and fuel-efficient cars.

Volkswagen also produces a wide range of cars, including sedans, SUVs, and electric cars. The company's most popular models include the Golf, the Passat, and the Tiguan. Volkswagen's electric cars, such as the ID.4, are becoming increasingly popular as consumers seek eco-friendly and fuel-efficient cars.

viii. *Partnership*

In 2019, Ford and Volkswagen formed a partnership aimed at increasing their competitiveness in the global market. The partnership includes joint development of commercial vans and pickup trucks, as well as collaboration on autonomous and electric car technology. The two companies have also agreed to share manufacturing facilities and explore other potential collaborations in the future.

ix. *Future Prospects*

Both Ford and Volkswagen face a number of challenges in the future, including increasing competition from new players in the automotive industry, changing consumer preferences, and government

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regulations aimed at reducing emissions and increasing fuel efficiency. However, both companies are well-positioned to meet these challenges. Ford has a strong focus on innovation and a history of producing affordable automobiles.

x. *Marketing Strategies*

Volkswagen (VW) is a global automotive brand that has successfully implemented various marketing strategies to establish itself as one of the world's leading automakers. VW's marketing strategies are aimed at creating a strong brand image, increasing customer loyalty, and attracting new customers. In this section, we will discuss some of the key marketing strategies adopted by Volkswagen.

xi. *Global Branding*

VW has a strong global brand image, which has been built through its extensive marketing campaigns and sponsorship deals. The company's marketing efforts are focused on creating a sense of reliability, innovation, and sustainability associated with the brand. VW has also established partnerships with other global brands and events to increase its brand awareness. For example, VW has been the official partner of the FIFA World Cup since 2002.

xii. *Product Customization*

VW has implemented a product customization strategy to cater to the diverse needs and preferences of customers across different regions. The company has established local production facilities in several countries, enabling it to produce cars that are specifically tailored to the local market's demands. This approach has helped the company to increase its market share in various regions, including Europe, Asia, and the Americas.

xiii. *Digital Marketing*

VW has invested heavily in digital marketing to reach a wider customer base and increase its sales and revenue. The company's digital marketing efforts are focused on creating engaging content and interactive experiences for customers through its website, social media platforms, and mobile apps. VW has also launched several online campaigns, such as its "Think Blue" campaign, which promotes sustainable mobility.

xiv. *Sponsorship and Event Marketing*

VW has a strong focus on sponsorship and event marketing to increase brand awareness and connect with customers. The company has been involved in various sports sponsorships, including its long-standing partnership with the FIFA World Cup. VW has also sponsored cultural events, such as the Berlin International Film Festival and the Salzburg Festival, to promote its brand values and connect with a wider audience.

xv. *Customer Relationship Management (CRM)*

VW has implemented a CRM strategy to increase customer loyalty and engagement. The company has established a customer loyalty program called "Volkswagen Loyalty Plus," which offers exclusive benefits and rewards to its loyal customers. VW also provides personalized services to customers, such as online service booking and customized financing options, to enhance the overall customer experience.

III. Overview and Strategies of Ford Along with its Comparison with Volkswagen

Ford Motor Company is a global automotive brand that has successfully implemented various international marketing strategies to expand its reach and increase sales. In this section, we will discuss some of the key international marketing strategies adopted by Ford.

a) Current Operations of Ford

Ford is a global company with operations in North America, South America, Europe, Asia, and Africa. The company produces a range of cars, trucks, SUVs, and electric vehicles under various brands, including Ford, Lincoln, and Mustang. In recent years, Ford has focused on streamlining its operations and reducing costs, including restructuring its global business and cutting jobs. The company has also invested heavily in research and development, particularly in the area of electric and autonomous vehicles. In addition, Ford has established partnerships with other companies, such as Rivian and Volkswagen, to collaborate on technology and production.

i. *Global Branding*

Ford has established a strong global brand image through its extensive marketing campaigns and sponsorships. The company's marketing efforts are focused on creating a sense of reliability, innovation, and quality associated with the Ford brand. Ford has also established partnerships with other global brands and events to increase its brand awareness. For example, Ford has been a long-standing partner of the UEFA Champions League.

ii. *Localization*

Ford has implemented a localization strategy to cater to the diverse needs and preferences of customers in different regions. The company has established local production facilities in several countries, enabling it to produce cars that are specifically tailored to the local market's demands. This approach has helped the company to increase its market share in various regions, including Europe, Asia, and the Americas.

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iii. *Digital Marketing*

Ford has invested heavily in digital marketing to reach a wider customer base and increase its sales and revenue. The company's digital marketing efforts are focused on creating engaging content and interactive experiences for customers through its website, social media platforms, and mobile apps. Ford has also launched several online campaigns, such as its "Ford Mustang Customizer" campaign, which allows customers to customize and build their own Mustang online.

iv. *Sponsorship and Event Marketing*

Ford has a strong focus on sponsorship and event marketing to increase brand awareness and connect with customers. The company has been involved in various sports sponsorships, including its long-standing partnership with the UEFA Champions League. Ford has also sponsored cultural events, such as the Ford Cork Week sailing event in Ireland, to promote its brand values and connect with a wider audience.

v. *Customer Relationship Management (CRM)*

Ford has implemented a CRM strategy to increase customer loyalty and engagement. The company has established a customer loyalty program called "FordPass Rewards," which offers exclusive benefits and rewards to its loyal customers. Ford also provides personalized services to customers, such as online service booking and customized financing options, to enhance the overall customer experience.

b) Overview

Ford's international marketing strategies have enabled the company to expand its reach and increase sales in different regions. The company's focus on localization, digital marketing, sponsorship and event marketing, and customer relationship management has helped it to connect with customers and create a strong brand image. Ford's marketing strategies have also enabled the company to innovate and position itself as a leader in sustainable mobility, which is increasingly important in the global market. Whereas Volkswagen (VW) is a global automotive brand that has successfully implemented various international marketing strategies to establish itself as one of the world's leading automakers. In this section, we will discuss some of the key international marketing strategies adopted by Volkswagen.

i. *Global Branding*

VW has a strong global brand image, which has been built through its extensive marketing campaigns and sponsorships. The company's marketing efforts are focused on creating a sense of reliability, innovation, and sustainability associated with the VW brand. VW has also established partnerships with other global brands and events to increase its brand awareness. For example, VW has been the official partner of the FIFA World Cup since 2002.

ii. *Localization*

VW has implemented a localization strategy to cater to the diverse needs and preferences of customers in different regions. The company has established local production facilities in several countries, enabling it to produce cars that are specifically tailored to the local market's demands. This approach has helped the company to increase its market share in various regions, including Europe, Asia, and the Americas.

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v. *Customer Relationship Management (CRM)*

VW has implemented a CRM strategy to increase customer loyalty and engagement. The company has established a customer loyalty program called "Volkswagen Loyalty Plus," which offers exclusive benefits and rewards to its loyal customers. VW also provides personalized services to customers, such as online service booking and customized financing options, to enhance the overall customer experience

IV. Conslusion

From the above mentioned information it can clearly said that both the companies are doing exceptionally well. They both are leading players in automobile industry and have grown manifolds in recent years. t's difficult to say which company is better as it depends on various factors such as personal preferences, needs, and priorities. Both Ford and Volkswagen are well-established automobile companies with a rich history and diverse product offerings. Ford is known for its durable trucks and sports cars, such as the Ford F-150 and Mustang, respectively. It also has a strong focus on innovation and has been investing heavily in electric and autonomous vehicle technology.

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Volkswagen, on the other hand, is renowned for its reliable and efficient cars, such as the Golf and Passat. It also has a strong presence in the luxury market with brands like Audi and Porsche. Volkswagen has also been making significant investments in electric vehicle technology and has ambitious plans to become a leader in the field.

Ultimately, the choice between Ford and Volkswagen would depend on individual preferences, such as budget, driving needs, brand loyalty, and personal taste. Both companies have their strengths and weaknesses, and it's essential to do thorough research before making a decision.

But by the research it can be stated that Volkswagen is doing well as compared to Ford Motors as it comparatively huge and has larger product portfolio which gives it a competitive advantage. Volkswagen will, by and large, manufacture a superior car with higher quality and greater dependability. The vehicle will survive for a very long period as long as it is maintained in accordance with the owner's manual. The vehicle will start normally and its doors will stay sealed and close normally.

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