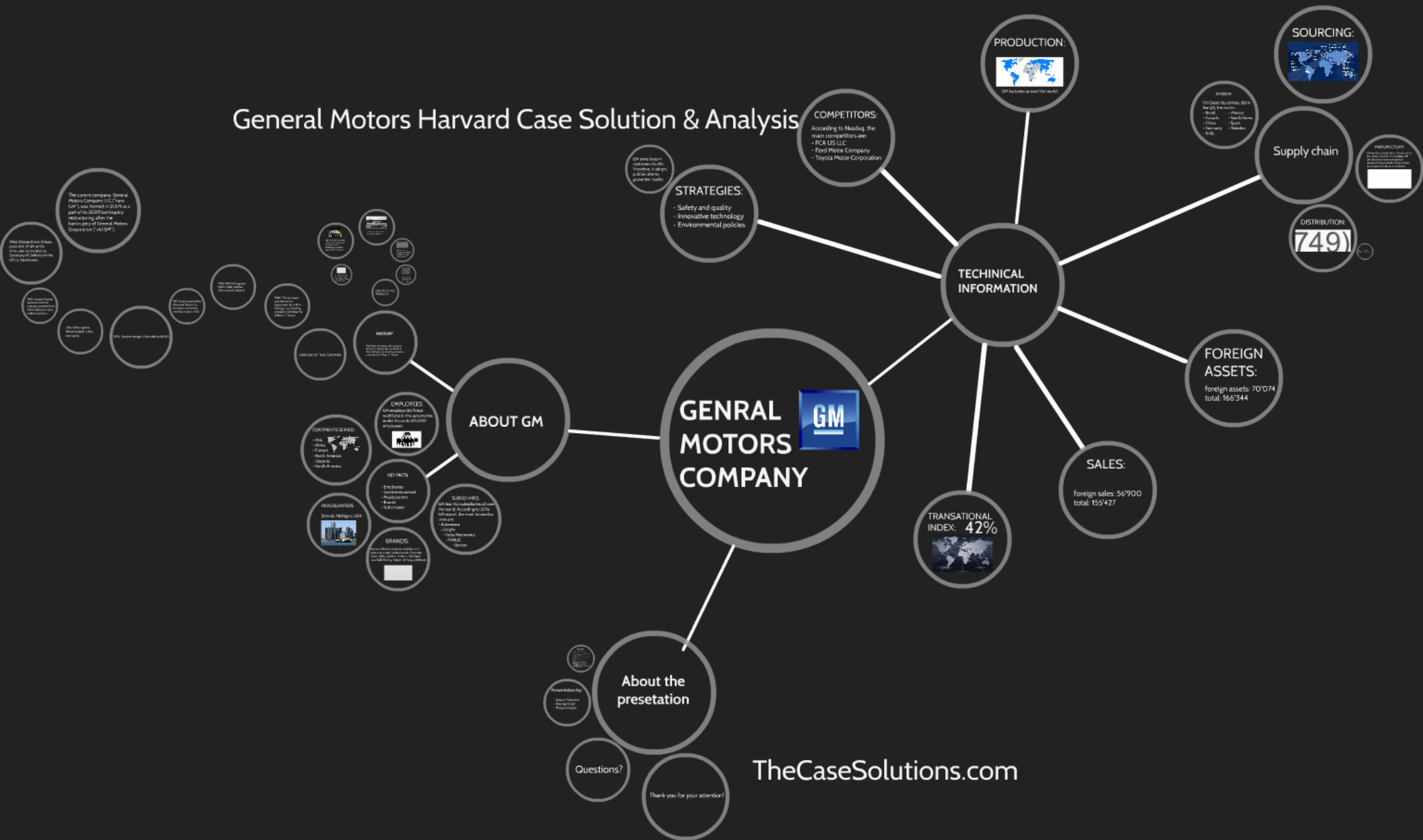
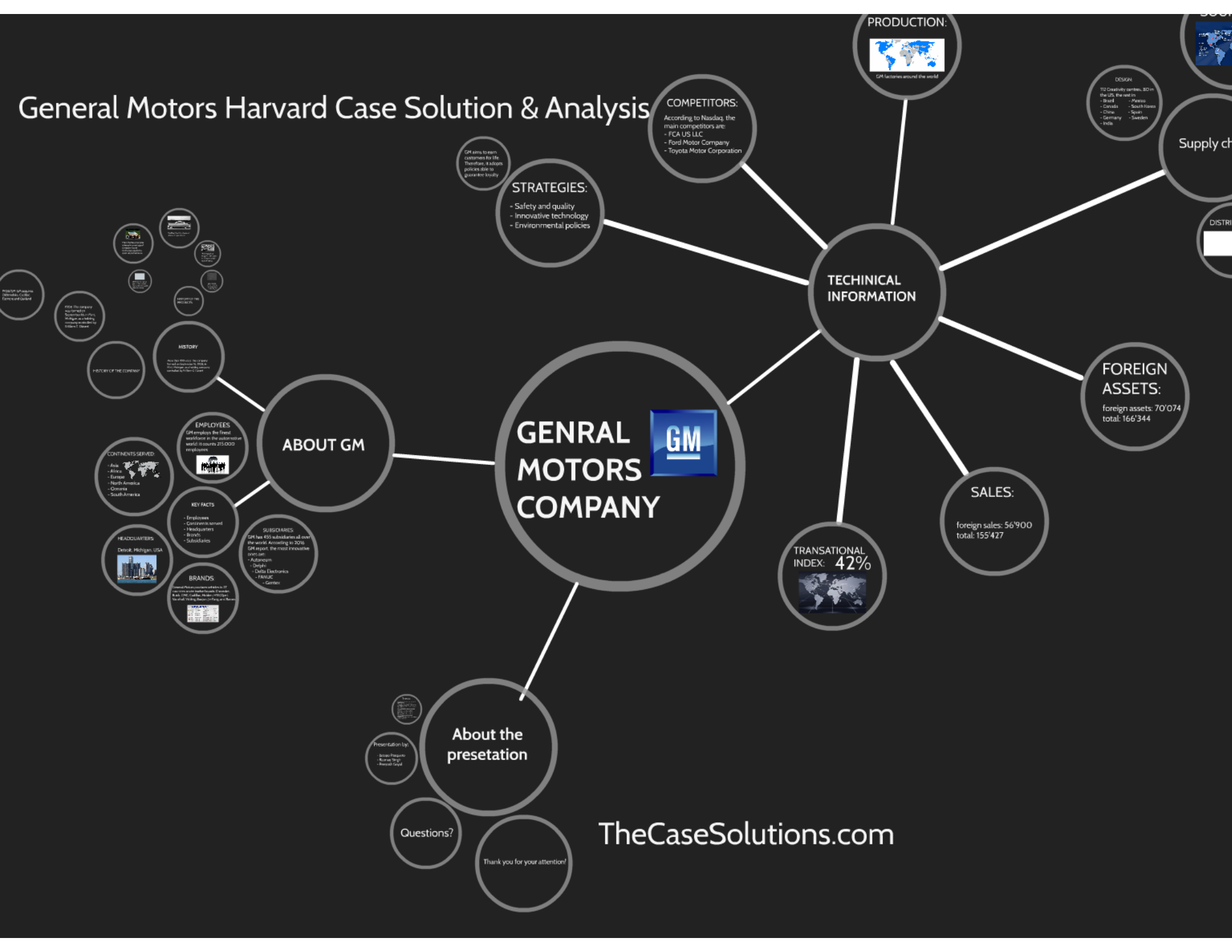


General Motors Harvard Case Solution & Analysis



General Motors Harvard Case Solution & Analysis



**GENERAL
MOTORS
COMPANY**



TRANSA
INDEX:



ABOUT GM

HISTORY

More than 100 years: the company formed on September 16, 1908, in Flint, Michigan, as a holding company controlled by William C. Durant

HISTORY OF THE COMPANY

EMPLOYEES

GM employs the finest workforce in the automotive world: it counts 215.000 employees



CONTINENTS SERVED:

- Asia
- Africa
- Europe
- North America
- Oceania
- South America

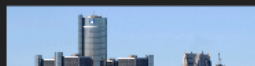


KEY FACTS

- Employees
- Continents served
- Headquarters
- Brands
- Subsidiaries

HEADQUARTERS:

Detroit, Michigan, USA



SUBSIDIARIES:

GM has 455 subsidiaries all over the world. According to 2016 GM report, the most innovative ones are:

- Autoneum
- Delphi



ABOUT GM

KEY FACTS

- Employees
- Continents served
- Headquarters
- Brands
- Subsidiaries

USA

GA
th
GA
or

EMPLOYEES

GM employs the finest
workforce in the automotive
world: it counts 215.000
employees



CONTINENTS SERVED:

- Asia
- Africa
- Europe
- North America
- Oceania
- South America

