



The Ford Motor Company

Group 2

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Dylan Raney, Limin Lin, Samantha Queen,
Samuel Gresham, Thuy Nguyen

Thecasesolution.com



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The Ford Motor Company

- Created by Henry Ford on June 16, 1903
- First vehicle created: 1896
- Based in Dearborn, Michigan
- Incorporated, with 12 investors owning a total of 1000 shares.
- American Automobile
- Six largest subsidiaries worldwide, based on vehicle sales.

Ford F-150 "Wake up Call"



Ford F-150 "Wake up Call"



YouTube

The Ford Motor Company

- Created by Henry Ford on June 16, 1903
- First vehicle created 1896
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- American Automaker
- 5th largest automaker worldwide, based on vehicle sales

Vision and Mission

Vision

“People working together as a lean, global enterprise to make people’s lives better through automotive and mobility leadership.”

Mission

One Team: People working together as a lean, global enterprise for automotive leadership, as measured by: Customer, Employee, Dealer, Investor, Supplier, Union/ Civil, and Community Satisfaction.

One Plan: Aggressively restructure to operate profitability at the current demand and changing model mix; Accelerate development of new products our customers want and value; Finance our plan and improve our balance sheet; Work together effectively as one team.

One Goal: An exciting viable Ford delivering profitable growth for all.

Meets 7 of the 9 Mission Statement Components

1896: Henry Ford developed his first vehicle, the Quadricycle



1903: the Ford Motor Company was incorporated.

1908: the Model T was introduced

1913: Ford produced its first ever truck, the model TT

