

## General Motors Research Papers

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The purpose of this report is to assess the business operations of the General Motors Southeast Europe (GMSE) Representative Office in Bulgaria by putting them into the framework of contemporary economic circumstances (2008-2009) and consequently-provide strategic recommendations. Essentially, given some facts such as the stable growth the branch witnesses and its current leading position on the Bulgarian new cars market, present a sound reason for the company to consolidate its operations in order to strengthen its competitive advantage. The first chapter begins with the problem background and its projections on the Bulgarian new automobile market. It exposes the various impacts that worlds' economic and financial crisis has brought and the consequences they have on the new cars market in Bulgaria in general and GM Bulgaria in particular. Then, it presents a synthesized report structure and finally, the chapter ends with research problem statement. The following chapter explicates the research methodology with the models and approaches that will be implemented in each section of the report. In the next chapter, the report explores the company and its internal environment in order to elucidate the company specific elements that have contributed to its current leading position. Subsequently, the chapter continues with the current strategy and objectives in the context of economic stagnation Bulgaria faces at present. Finally, it ends with presentation of the various brands GM offers on the Bulgarian market and short description of their images. Henceforth, the following stage reveals the external environment of

the company. By exemplifying the major trends on the Bulgarian new cars market, one of this report's primary goals will be to establish a thorough understanding of the specifics of the business and the challenges it encounters in the face of the crisis that has struck the company. By this implication, this paper further continues with evaluation of the market tendencies, competition, economic issues and analysis of the primary research, which all contribute to the creation of a clear image of the market and the company's position on it. It is supported by the SWOT analysis, developed to give an alternative view of the external environment, so that the process of adaptation to the changing economic status can be viewed as the ultimate outcome of the sales and marketing processes within GM Bulgaria. The next chapter reveals the outcomes of the SWOT/TOWS analyses to construct the strategic options, which will satisfy the objectives of the whole entity. To select the most appropriate ones, an appraisal method is designed and presented. It outlines the major advantages of each recommendation and based on the evaluation system - selects the three most prospective ones. Eventually, the report summarizes all the relevant strategic implications into recommendations section, which subsequently serves as ground for drawing conclusions and providing implementation plan. The provided recommendations and implementation plan are meant to serve as guideline for further improvements in the sales and marketing environment in the future of GM Bulgaria. At the end, a cost/benefit analysis elucidates the advantages of the strategic implementation plan that provides meaningful contribution internal company wise.

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Volume One traces the history of Opel and Vauxhall separately from inception through to the 1970s and thereafter collectively to 2015. Special attention is devoted to examining innovative engineering features and the role Opel has taken of providing global platforms for GM. Each model is examined individually and supplemented by exhaustive supporting specification tables. The fascinating

history of Saab and Lotus begins with their humble beginnings and examines each model in detail and looks at why these unusual marques came under the GM Banner. Included is a penetrating review of Saab through to its unfortunate demise. Volume Two examines unique models and variations of Chevrolet and Buick manufactured in the Southern Hemisphere and Asia but never offered in North America. Daewoo, Wuling and Baojun are other Asian brands covered in detail. This volume concludes with recording the remarkable early success of Holden and its continued independence through to today. Volume Three covers the smaller assembly operations around the world and the evolution of GM's export operations. A brief history of Isuzu, Subaru and Suzuki looks at the three minority interests GM held in Asia. The GM North American model specifications are the most comprehensive to be found in a single book. Global and regional sales statistics are included. GM executives and management from around the globe are listed with the roles they held. An index ensures that these volumes serve as the ideal reference source on GM.

A Collection of Stirling Engine Reports from General Motors' Research - 1958 to 1970

"This research paper will explore the consequences of a decision made in June 2000 ... by General Motors management to increase the production of trucks at the cost of its car manufacturing in order to increase profit margin and sales in US. The market outlook for trucks had been favorable for some time and the management thought the US consumers [were] not so interested in more fuel efficient cars. But the environment was changing and the management failed to see it or chose to ignore it. Today it looks like that this strategic decision has the potential to become one of the most disastrous in US corporate history."--Leaf 3.

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On a Global Mission: The Automobiles of General Motors International Volume 3

Visit to General Motors

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General Motors Public Interest Report

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