Tata Motors: Can It Become a Global Contender in the Automotive Industry?

ASSIGNMENT QUESTIONS

1. Describe the economic characteristics of the global motor vehicle industry.

2. What are the key success factors for a successful firm in the global motor vehicle industry?

3. What are Tata Motors’ internal strengths and weaknesses? Identify competencies and capabilities that the company’s major competitors are lacking. What market opportunities does the company have and what threats can you identify that may negatively impact the company’s future?

4. Would you describe Tata Motors international strategy as a global, transnational, or multidomestic strategy? Explain your answer.

5. What are the driving forces in the global motor vehicle industry?

6. What are the relative strengths of the five competitive forces affecting the global automobile industry?

7. What is the financial condition of Tata Motors as indicated from case Exhibits 3 and 4? What is its ability to meet short-term obligations? What advice can you offer to Tata’s management based on the information in the financial statement?

8. What do you consider to be the most important problems and issues facing Tata Motors, based on your analysis of company and the global motor vehicle industry? Prioritize these problems and issues beginning with the most important.

9. What actions would you suggest to the company’s management team to help Tata Motors sustain or improve its competitive position in the domestic market and global markets, and its long-term financial performance?