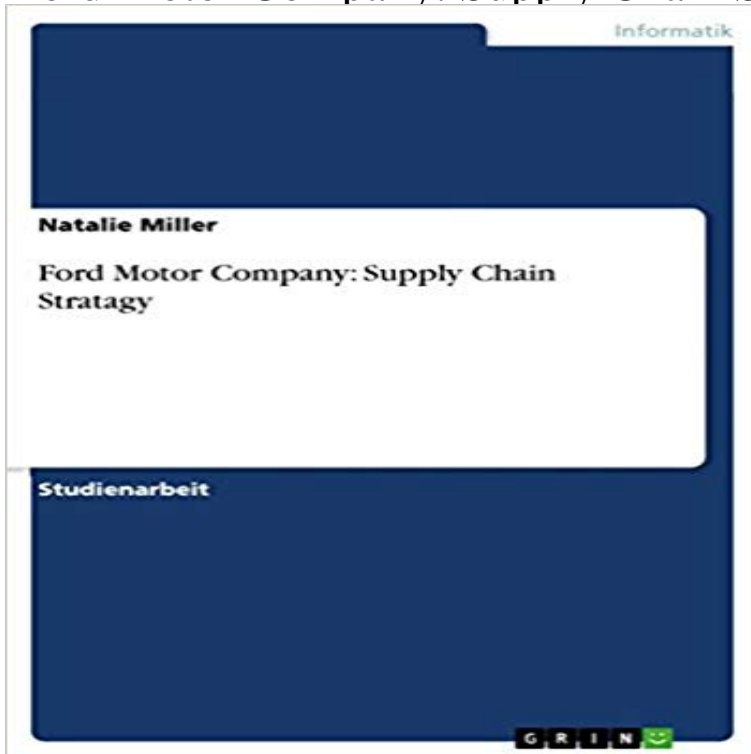


Ford Motor Company: Supply Chain Strategy (German Edition)



Studienarbeit aus dem Jahr 2008 im Fachbereich Informationswissenschaften, Informationsmanagement, Note: 1,3, Hochschule Darmstadt, Sprache: Deutsch, Abstract: Ford Motor Company (Ford) gehört seit dem Gründungsjahr 1903 zu den Big Players des weltweiten Automobilmarktes. Das Unternehmen produziert und vermarktet Fahrzeuge auf sechs Kontinenten und beschäftigt weltweit über 246.000 Arbeitnehmer auf 95 Standorten. Die Angebotspalette umfasst die Marken: Ford, Mazda, Lincoln, Mercury und Volvo. Im Jahr 2007 wurden weltweit über 6 Mill. Fahrzeuge verkauft, damit realisierte Ford einen Umsatz von 152 Mrd. US-Dollar. Durch Einleitung strategischer Maßnahmen konnte sich Ford immer wieder gegen Gegebenheiten des Marktes behaupten. Anfang der 90er wurde im Zuge des Projektes Ford 2000 die Supply Chain Management (SCM) Strategie im Unternehmen eingeführt. Welche Veränderungen an der Wertschöpfungskette von Ford vorgenommen wurden und ob diese sich aus dem Projekt resultierenden Veränderungen mit den Best Practice Lösungsansätzen anderer Branchen (z.B. SCM von Dell) wettbewerbswirksam kombinieren lassen, wird im Verlauf der Fallstudie diskutiert. Der Computerhersteller Dell, gegründet 1984, gilt als das Best Practice Beispiel für die IT-gestützte SCM Anwendung. Durch Direktmarketing und die optimale Integration der Lieferanten in den Produktionsprozess hatte Dell es geschafft, die Durchlaufzeiten und die Lagerhaltung auf ein Minimum zu reduzieren. Dadurch wurde es Dell möglich, die Hybridstrategie erfolgreich am Markt umzusetzen und dem Kunden qualitativ hochwertige Produkte zu günstigen Preisen anzubieten. Als Informationsquelle für die Erarbeitung dieser Fallstudie dient hauptsächlich der Artikel Ford Motor Company: Supply

Chain Strategy. Weiteren Informationsquellen, die in dieser Fallstudie ihre Anwendung finden, sind mit Fußnoten belegt worden. Nach der Einleitung wird im Kapitel 2 die strategische Bedeutung des Projekts Ford 2000 analysiert und die Veränderungen der Wertschöpfungskette wiedergegeben. Im Kapitel 3 wird die Wertschöpfungskette von Ford mit der Wertschöpfungskette von Dell verglichen. Kapitel 4 befasst sich ausschließlich mit der Weiterentwicklung und der Optimierung des SCM bei Ford.

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