

ValdiviaG_M1_A3 bss.pptx

by Giselle Valdivia

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1 Harley-Davidson Today

A Brief Overview of the Business

Giselle Valdivia

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1 The CEO's vision and overview of 2009 performance

- The vision of Harley-Davidson's CEO was to deal with economic downturns through streamlining the business strategy to address the contemporary issues in the business arena.
- The CEO further had a vision to implement the company's new strategy to create a sense of direction in order to achieve its future endeavors.
- The performance recorded in 2009 according to the CEO were affected significantly by a difficult economy.

The organizational structure and management team

CEO: Keith Wandell

Chairman of the Board: Barry Allen

Director: George Conrades

Director: Judson Green

Director: Jochen Zeitz

Director: George Miles

Director: Norman Linebarger

Director: Donald James

Director: John Anderson

Director: Richard Beattie

Director: Sara Levinson

Director: Martha Brooks

Director: James Norling

CFO: John Olin
Transformation & Organization

WD: Agusta Motor

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A brief description of each of the brands/business units and the products and services offered

-
- General Merchandize: these include items such as toys, jewelry, souvenirs and clothes. It claims 5.9% of the company's total sales (Barney, 2015).
 - Motorcycles: The company ships motorcycles to different parts of the world. It is the largest business unit with a share of 76.2% of the total products produced.
 - Bike parts and Accessories: it is 17.5% share of the total sales.

Key corporate goals and objectives such as new products, new markets, and new customers

- Restructure the company to focus on core operations such as paint, metal fabrication and motorcycle production.
- Achieve greater manufacturing flexibility.
- Expand global operations.
- Shifting its target market from the older to the youthful generation (Grant, 2016).
- To claim the largest market share in the motorcycle business.

2 Total Revenues in 2009 and Net Profit in 2009

-
- The total revenues in 2009 equal to \$4.29 billion.
 - The net profit for the company in the same year after deductions of expenses is -\$147.2 million (Teerlink, 2014).
 - This means that Harley Davidson made a loss that year.

References

- Barney, J. B. (2015). *Strategic management and competitive advantage: Concepts and cases*. Harlow, Essex: Pearson.
- Grant, R. M. (2016). *Contemporary strategy analysis*. Chichester, West Sussex, UK: Wiley.
- Teerlink, R. (2014). *More than a motorcycle: The leadership journey at Harley-Davidson*. Boston, MA: Harvard Business School.

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