

General Motors Co - Company Strategy & Performance Analysis

<https://marketpublishers.com/r/G13629C271CEN.html>

Date: February 2018

Pages: 45

Price: US\$ 499.00 (Single User License)

ID: G13629C271CEN

Abstracts

General Motors Co - Company Strategy & Performance Analysis

SUMMARY

General Motors Co (General Motors) is an automobile manufacturing company. Alongside its partners, the firm designs, builds, and markets cars, trucks and automobile parts and provides automotive financing services through its subsidiary, General Motors Financial Company. It also offers the Chevrolet Certified Service, Buick Certified Service, GMC Certified Service, Cadillac Certified Service, Ally Automotive, Ally Financial, GM Card, SiriusXM Radio, Performance Parts, ACDelco, and GM Accessories. The company sells cars and trucks to commercial fleet customers, daily rental car companies, leasing companies and governments directly or through a network of dealers. It has operations in North America, Europe, Asia-Pacific, the Middle East and Africa, and South America. General Motors is headquartered in Detroit, Michigan, the US.

MarketLine Premium's company strategy reports provide in-depth coverage of the performance and strategies of the world's leading automotive companies. The report details company operations in key geographies and offers a comprehensive analysis of each firm's growth strategy and financial performance. It benchmarks company performance against key indicators, including sales units, production units, operating income, net income, and total revenue.

Key highlights

Decline in Chevrolet passenger car and off-lease rental car sales

GMNA segment operates sales, manufacturing, and distribution facilities in the US and Canada. Under Vehicles are developed, manufactured and marketed under the Buick, Cadillac, Chevrolet and GMC brands. The segment accounted for 76.4% of the company's total revenue in 2017. The GMNA segment reported revenue of US\$111,345.0m in 2017 in comparison to US\$119,113.0m in 2016, a decline of 6.5%. This is primarily due to declines in Chevrolet passenger car sales and off-lease rental car sales.

General Motors combined its GMSA and GMIO segments to form GMI segment in 2017

GMI segment operates sales, manufacturing and distribution facilities in Asia-Pacific, the Middle East and Africa, and China, Brazil, Argentina, Colombia, Ecuador and Venezuela. It also has sales and distribution operations in Bolivia, Chile, Paraguay, Peru and Uruguay. This segment reported revenue of US\$21,920.0m in 2017 in comparison to US\$20,943.0m in 2016, an increase of 4.7%. Growth is primarily due to favorable pricing and increased wholesale volumes associated with the Chevrolet Onix in Brazil and Argentina.

Growth primarily due to tax reform legislation and the establishment of valuation allowance

The corporate segment includes certain centrally recorded income and costs such as income taxes, interest, and corporate expenditures and other non-segment specific revenue and expenses. The segment accounted for 0.2% of the company's total revenue in 2017. It reported revenue of US\$342.0m for 2017 in comparison to US\$149.0m in 2016, an increase of 129.5%. This is primarily due to tax reform legislation and the establishment of valuation allowance related to the sale of Opel/Vauxhall business.

SCOPE

Company Snapshot: Details key indicators and rankings of General Motors in terms of revenue, sales and production units.

Company SWOT Analysis: Outlines General Motor's strengths, weaknesses, and opportunities and threats facing the company.

Growth Strategies: Provides an overview of General Motor's corporate goals

and strategic initiatives and evaluates their outcomes.

Company Performance and Competitive Landscape: Analyses the company's performance by geographical segment and provides a peer comparison on parameters such as revenue and market share.

Key Developments: Showcases General Motor's recent corporate events and initiatives.

ICT Spending Prediction: Details how the company allocates its ICT budget across the core areas of its business, specifically hardware, software, IT services, communications and consulting.

REASONS TO BUY

How does General Motors ranks among its peers in terms of revenue and market share?

What are General Motors's main growth strategies and how successful has the company been at implementing them?

How has the company performed since 2014?

How has General Motor performed in comparison to its main competitors?

What are General Motor's strengths and weaknesses and what are the opportunities and threats it faces?

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