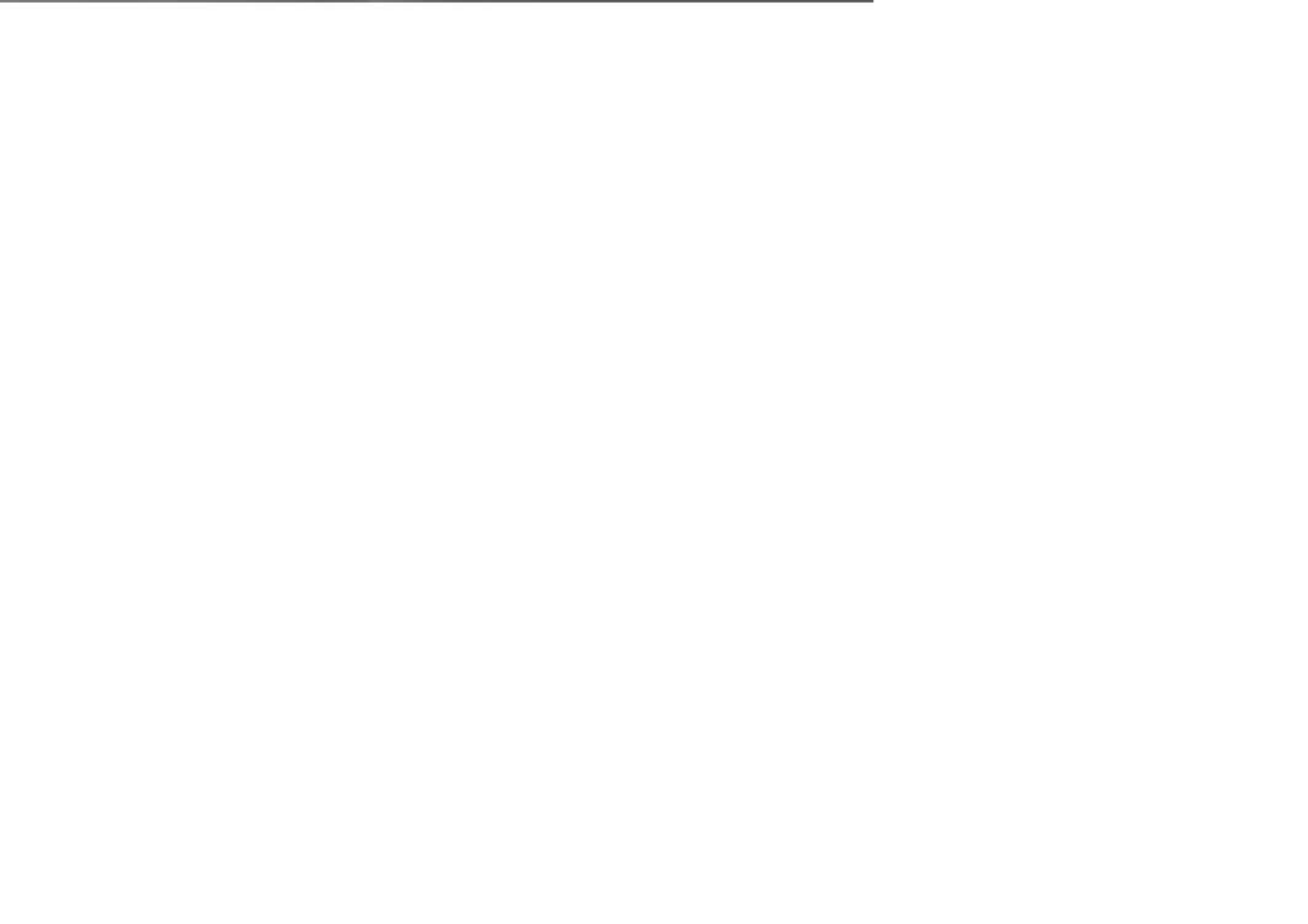


NAME OF ORGANIZATION: NISSAN

Name: Sagar D. Asutkar

Div: 1

Subject: EADR





NISSAN

ENRICHING PEOPLE'S LIVES

Nissan Motor Company



Group members :

- 1) Waleed AL-Furaih
- 2) Mohamed AL-Subai
- 3) Ahmed AL-Arouj
- 4) Abdulaziz AL-Awadhi

Automobile industry

Automobile Industry, industry that produces automobiles and other gasoline-powered vehicles, such as buses, trucks and motorcycles. The automobile industry is one of the most important industries in the world, affecting not only the economy but also the cultures of the world. It provides jobs for millions of people and also generates billions of dollars in

.....Tracing Back

- The company was formerly established under the name Jidosha Seizo Co Ltd. in December 1933.
- Late in 1934 June the company name was changed to Nissan Motor Co. Ltd. (Nissan Jidosha Kabushki geisha shortened to Nissan).
- This accompany earlier marketed vehicles under the "Datsun" brand name.



Nissan Model 70 Phaeton, 1938

Today.....

- It is a multinational automaker headquartered in Japan.
- Nissan (Japan) is amongst the top three car manufacturers in Japan and the top five in the world.
- In 1999, Company joined with Renault SA, a French automobile manufacturer aiming to achieve profitable and balanced growth for the two partners through the creation of a bi-national group.



New HQ building under construction(April, 2008)



A Nissan dealership in Moncton, Canada

The Current CEO of Nissan

Carlos Ghosn the current President of Nissan of Japan is a Brazil-born Lebanese businessman. He is mostly accredited for turning around Nissan. As an outsider in charge of one of Japan's largest companies. He was also voted Man of the Year 2003 by Fortune Magazine.



Carlos Ghosn is the current CEO and President of Renault of France and Nissan of Japan.

A handwritten signature of Carlos Ghosn in black ink on a white rectangular background. The signature is written in a cursive style and reads "Carlos Ghosn".



- **Vision**

Nissan: Enriching people's lives, building trust with our employees , customers , dealers , partners , shareholders and the world at large .

- **Mission**

Nissan provides unique and innovative automotive products

and services that deliver superior measurable values to all

stakeholders* in alliance with Renault.

Advertising Objectives

- ▮ Increase market share among multicultural millennial market from 13.10% to 20% by end of campaign
- ▮ Increase brand awareness among multicultural millennials 18-29 by 30%
- ▮ Increase loyalty to Nissan brand among multicultural millennials 18- 29 by 10%

Marketing Objectives

- Gain attention of multicultural millennials by using ads
- Persuade multicultural millennials that Nissan offers the performance, quality, and style
- Reach 50% of multicultural millennials 18-29 through traditional media and lifestyle/event promotions & online experience

Marketing mix :

Product:

Nissan is a full time car manufacturer and a international corporation.
Nissan's produces electric cars, sports cars, SUV's, minivans, and trucks in locations around the world

Place:

Nissan's distribution channel consists of dealerships, online, and car shows.
Customers are able to build their own Nissan on Nissan's web-page.

Price:

Pricing varies because they have both used and new automobiles.
Customers are able to lease or buy their automobiles.
Nissan offers low interest financing during holiday months.
Their prices also varies based on the location of their dealership.

Promotion:

Nissan primarily uses television as its main medium for advertising.
Seasonally they offer different promotions.

Environmental effects

Social effect :

Nissan is building and manufacturing cars to meet all types of people's demand. Different people would prefer different types of cars depending on the consumer itself

SPORT CARS FANS

GTR



OFF ROAD CAR FANS

TUNDRA



FAMILY CARS FANS

ARMADA



AFORDABLE CARS FANS

TIDA



Legal and Political Environment

- Nissan vehicle have to meet certain standards to be able to enter certain countries to be sold. This is due to the fact that certain countries do not allow high performance vehicle such as Nissan Skyline models to enter the state because driver might misuse the vehicle for illegal street racing.
- Meeting the Emission Standards whereby it is a requirement that set a specific limit of the pollution produce .
- The vehicle should be safe enough for the driver in meeting the safety standards.

Economic effect :

- Government economic policies
- rate of interest set by the central bank of any country
- Per capita Income by changing their consumption behavior
- Privatization policy by the government
- instability in the economy due to bad political conditions in the county affects the business environment
- Shipping charges
- Foreign investment in the country

Major changes in automobile industry in the past 5 years

The automobile industry directly influences the economies of the United States and other countries around the world. In a typical year, the U.S. automobile industry generates between 12 and 14 percent of manufacturers' shipments of durable. Automobile production consumes large amounts of iron, steel, aluminium, and natural rubber. The automobile industry also consumes more copper, glass, zinc, and leather, plastic, lead, and platinum than any other U.S. industry.

Foreign Expansion



- Major overseas market for Nissan included Europe, North America, Africa, New Zealand and China.
- The Company's major production sites are located in Japan, with additional facilities located in the United States, Mexico, the United Kingdom and Spain.

Strengths

- Global Brand: - The popularity of the brand name results in brand loyalty. This in turn helps to drive away other rivals of the same industry. It reduces the pressure created by other competitors.
- Global Financial position: - One of the biggest strengths of Nissan. This can indicate that Nissan will be able to survive tough economic conditions since its businesses are spread around the world.

Weaknesses

- Dependence in overseas market:
 - Nissan produces more vehicle abroad than at home. However in case of a global economic crisis or a change of government policy in other countries it could mean the home industry could also be affected since it is not stable by its own but dependent on overseas markets.
- Product Innovation time lag:
 - There have been time lags for their new innovation, especially in the US market. rising fuel prices in the United States.

Potential Opportunities

- Asia market: - Lower penetration coupled with strong rise in income levels, led to continuous jumps in car sales in markets like china and India.
- Relocate its manufacturing unit to reduce cost: - China, India and Thailand have been regarded as the Low Cost Production bases with their unique offering to the outsourcers.

Potential Threats

- Cross-Cultural Disharmony: -When the two companies integrate more cross cultural disharmony occurs. If so, overall company performance may be reduced and the current strengths that the Alliance provides may become instabilities.
- Rising Commodity Prices: - The price of steel used in car production has risen by nearly 30%. As this increase in cost has been passed on to the consumer, demand for new vehicles has reduced
- Market saturation



**Various competitors in the
automotive industry**

Ford



**Ford Motor Company
was founded in 1903
by Henry Ford.**





Honda



Honda Motor Co. (HMC) was established by Soichiro Honda in 1946. It originally began producing Motorcycles in the mid 20th century and began manufacturing automobiles (the Honda Civic) in 1972.



Toyota

Toyota was established as a public company in Japan in 1937. It entered the U.S. market in 1957, but only became successful with the introductions of the Corona in 1965 and the Corolla in 1968. Toyota's success is based largely on its forward-thinking, innovative management style and its rigorous standards of quality.



The plans Nissan uses to compete with others

In 2012, they are going to be in the main markets in the world with electric cars from Nissan which is green leaf that considered the least harmful car to the environment.



Financial Highlights

NISSAN Annual Report 2013

		2011	2010	2009	2008	2007
	<i>For the year ended</i>	<i>Mar. 31, 2012</i>	<i>Mar. 31, 2011</i>	<i>Mar. 31, 2010</i>	<i>Mar. 31, 2009</i>	<i>Mar. 31, 2008</i>
Net sales ¹	<i>Millions of yen</i>	¥9,409,026	¥8,773,093	¥7,517,277	¥8,436,974	¥10,824,238
Operating income (loss)	<i>Millions of yen</i>	545,839	537,467	311,609	(137,921)	790,830
Ordinary income (loss)	<i>Millions of yen</i>	535,090	537,814	207,747	(172,740)	786,400
Net income (loss)	<i>Millions of yen</i>	341,433	319,221	42,990	(233,709)	482,261
Comprehensive income	<i>Millions of yen</i>	290,600	189,198	—	—	—
Net assets	<i>Millions of yen</i>	3,449,997	3,273,763	3,015,105	2,926,053	3,849,443
Total assets	<i>Millions of yen</i>	11,072,053	10,736,693	10,214,820	10,239,540	11,939,482
Net assets per share	<i>Yen</i>	750.77	703.16	663.90	644.60	860.17
Basic net income (loss) per share	<i>Yen</i>	81.67	76.44	13.40	(67.38)	117.76
Diluted net income per share ²	<i>Yen</i>	—	—	—	—	117.56

Liabilities**Current liabilities**

Trade notes and accounts payable	1,181,469	1,377,254
Short-term borrowings	593,095	244,582
Current portion of long-term borrowings	933,976	822,268
Commercial papers	256,601	38,437
Current portion of bonds	87,280	187,198
Lease obligations	77,598	38,190
Accrued expenses	580,350	660,369
Deferred tax liabilities	116	136
Accrued warranty costs	85,688	85,535
Accrual for loss on disaster	12,128	—
Other	572,244	691,259
Total current liabilities	4,380,545	4,145,228

Long-term liabilities		
Bonds	640,860	584,962
Long-term borrowings	1,422,478	1,877,997
Lease obligations	67,135	34,584
Deferred tax liabilities	463,347	486,699
Accrued warranty costs	98,668	100,431
Accrued retirement benefits	182,155	159,369
Accrued directors' retirement benefits	914	544
Other	206,818	232,242
Total long-term liabilities	3,082,365	3,476,828
Total liabilities	7,462,910	7,622,056



Nissan's New CARWINGS Service Promotes Eco-Driving

This service will assist drivers to become more conscious of their vehicle's fuel-efficiency performance by providing them with the average fuel-consumption data according to their day-to-day driving habits, and allows the driver to track and monitor improvements to their eco-driving skills over a period of time.

Non-automotive products

Nissan has also had a number of ventures outside the automotive industry, most notably the Tu-Ka mobile phone service (est. 1994), which was sold to DDI and Japan Telecom (both now merged into KDDI Corporation) in 1999. Nissan also owns Nissan Marine, a joint venture with Tohatsu Corp that produces motors for boats and other maritime equipment.

Hr Policies of nissan

**“Nissan we believe our people are
the most valuable asset”** - Carlos Ghosn

President and Chief Executive Officer

Nissan Motor Co., Ltd.

The nature of the organization

Nissan works under the theme “We call it the Nissan way”. They believe in expanding in their horizons. They claim that Nissan is more than just a great car company. It's a way of doing things that's designed to bring the best out of every employee

The Themes they follow under Human Resources

Cross-cultural/Cross-functional

Nissan is about being open and showing empathy towards different views.

Transparent

Nissan is about clarity and simplicity, not vagueness and hiding

Leaner

Nissan is about being passionate and seeking to learn from every opportunity

Competitive

Nissan is about continuous benchmarking and striving to be "the best in the class".

Frugal

Nissan is about striving to achieve maximum results with minimum resources

Recommendations

1. The company should continue to venture into other emerging markets in the world while focusing less on the Japanese market by doing this strategy the company expand its market share by expanding into other countries. This will increase sales in the company and profits.
3. The company should increase its expenditure on development of technology so as to prevent defective product. The company should invest in diesel technology and other kinds of technologies in order to produce products that meet the quality standards.

For example :

The company has produced defective products for the last few years due to lack of technologies. Failure to invest in various technologies will affect Nissan market share and customer satisfaction as it will not be able to meet customer needs (Weele, 2009).

THE END

Thank you for listening



