



# Supplying Chrysler Report

The Supplying Chrysler Report provides detailed analysis of this revitalised automaker's procurement strategies. The report assesses the financials of the company and goes on to provide a thorough analysis of its product, platform manufacturing and purchasing strategies. It goes on to provide a thorough examination of Chrysler's methods and practices with regard to supplier selection, global sourcing, pricing policy, quality management and technology.

Results from the recent SupplierBusiness OEM Supplier Relations Survey are included along with a SWOT analysis and a rendering of Chrysler's forward model program and its major suppliers by component sector.

## **Background to this research**

A series of unsuccessful turnaround managements, an uncompetitive vehicle line-up in the face of high fuel prices and the degrading of the business environment in the US, triggered the dramatic descent of Chrysler into bankruptcy and a crisis in relations with its supply base. This event marked a new era for what once was a Detroit star and icon of the North American automotive industry as a whole.

Now majority-owned by its Italian partner Fiat, Chrysler is in the process of revving up its business with the injection of Fiat know-how in the powertrain field, improving its relationships with suppliers and installing a new and recently empowered management team which has the challenging task of revamping Chrysler with more competitive product, creating synergies across the Atlantic and beyond and efficient sharing of global platforms.

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