



Supplying Ford Report

The last few months have underlined the importance of the OEM customer base of each supplier for medium- and long-term strategic success. This report, as a part of the Supplying OEMs series, provides guidance and insight into the OEM's strategic position on the purchasing side.

- OEM's current standing
- Production strategy (Locations, Platforms, etc)
- Procurement spending and organisation
- Levels of vertical integration
- Biases in supplier selection
- Business practices regarding pricing and quality
- R&D Spending and focusings
- Modules and systems outsourcing policy
- Forward Model Programs
- SWOT Analysis of Supplying the OEM

After having provided an overview on the current standing of the OEM with regards to various aspects including sales, financial performance, product line-up and the macroeconomic environment, the report analyses the production strategy of the car maker going through the operations, revealing where volumes are expected to occur at a geographical and program level and deciphering the car maker's platform strategy. The core topic is the analysis of the car maker's purchasing strategy with a focus on the most critical areas of the interface with its supply base involving supplier selection, price policy, quality approach, R&D and modules and systems.

Based on original research and well-established surveys of working experiences with OEMs over the last few years, the report also provides the opportunity to grasp how current suppliers rate OEMs about a complete range of aspects that really matter to the supply base.

The report includes the SWOT analysis of supplying the OEM along with much respected Forward Model Programs and a list of the major suppliers by component sector.

Thanks to its added value and unique insight, the report is a must for those suppliers looking to re-optimize their customer portfolio in light of the major changes currently underway in the global automotive sector.

Background to this research

A compelling product line-up, a renewed focus on its core brand and the misfortunes of its main competitors have surely helped Ford, the only carmaker not to request US government financial support, to weather the gloomy business environment which saw the bankruptcies of its cross-town rivals.

Ford's turnaround plan, based on an aggressive restructuring of its production network, employment levels and labour agreements, is well under way, although the reduction of its massive debt burden still represents one of the car maker's biggest challenges.

The carmaker's purchasing strategy is certainly influenced by the implementation of "One Ford" as a generalised plan to stimulate synergy savings across the organisation and on the product side with a portfolio of truly global cars, which represent very attractive programs for the supply base. The re-organisation of its internal production network, the disposal of the remaining Automotive Components Holdings plants and the difficult management of its former supplier arm, Visteon, have additional implications on the car maker's purchasing strategy.

In addition to the above, this report analyses how the supply base consolidation plan is being carried out by the car maker, the latest updates on Ford's Aligned Business Framework and the sourcing strategy at a regional level for major global sourcing areas. The approach to electrification, R&D focus, technology biases and quality management are also examined through the supplier's lens. Throughout the report we describe an array of business practices, collected directly from Ford's current suppliers, which help you understand what to expect when dealing with the car maker on a global basis. Thanks to our authentic internal research "Supplying Ford" represents an excellent support strategic decision-making for the medium-to-long-term and a barometer of the current state of relations between Ford and its large supply base.

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