

Kia Motor Corporation

Kia Motors Corporation – a maker of world-class quality vehicles for the young-at-heart – was founded in 1944 and is Korea's oldest manufacturer of motor vehicles. Over 3 million Kia vehicles a year are produced at 14 manufacturing and assembly operations in five countries which are then sold and serviced through a network of distributors and dealers covering around 180 countries. Kia today has over 51,000 employees worldwide and annual revenues of over US\$45 billion. It is the major sponsor of the Australian Open and an official automotive partner of FIFA – the governing body of the FIFA World Cup™. Kia Motors Corporation's brand slogan – "The Power to Surprise" – represents the company's global commitment to surprise the world by providing exciting and inspiring experiences that go beyond expectations.

Kia Motors came to India with a vision to win the hearts of the young car buyers with our futuristic products and dynamic designs which are inspired by India. With their BadassByDesign Seltos, ExtravagantByDesign Carnival and Wild ByDesign Sonet they have surprised the Indian car buyers and revolutionized the Indian Automobile industry. In April 2017, they laid the foundation of a new manufacturing facility in Anantapur District, Andhra Pradesh with a capital investment of 2 billion USD with an aim to produce approximately 300,000 units per year.

Source: https://www.kia.com/api/kia_singapore/common/file?p=/content/dam/image/file/sg/brochureMgr/sportage-ql/2017/Sportage_Brochure_2.pdf

Questions:

1. Outline and Analyse the corporate level strategy adopted by Kia Motors Corporation
2. Recommend Business level strategy useful for Kia Motors Corporation in Indian Context.
3. Based on your Answer in Q2. Analyse the major (atleast four) implementation issues which it will face.
4. Based on your Answer in Q3. Recommend how you will overcome the implementation issues.
5. Based on you Answer in Q1 & Q2. Recommend Balance Scorecard Strategy maps for evaluation purpose.

Developed by

Mr. Hitendra Lachhwani

Email - hitendra@skips.in