

## EXECUTIVE SUMMARY

It is always a challenge for ABC TRIM Philippines, Inc. to be competitive in the industry dominated by other big players. These companies were born ahead and financially capable as presented in the succeeding discussion.

The objective of this paper is to align the company's vision and mission, and to analyze the company's performance and come up with recommended strategies for the improvements of their business operations.

The external factors analysis used in environmental analysis resulted to a score of 2.49 points while the internal factor analysis obtained a score of 3.47 points. The combined points of these factors with an average of 2.98 points lead to Quadrant V "hold and maintain" strategy per the IE Matrix.

Strategy formulation showed the following results: TOWS=Market Development, Market Penetration and Product Development; SPACE Matrix=Quadrant 1, Aggressive (BFHI, MP, MD, PD, Diversification); IE Matrix=Quadrant V (hold & maintain); GSM=Quadrant 1 (MD, MP, PD, BFHI, RD).

The proposed strategies are: to increase the company's profitability rate to 8% for year 2015 and 10% on the succeeding years; to improve the current management inventory system and improve supply chain efficiency; for zero defects

as the ultimate target for quality; reduce cost and maintain on-time delivery, all for customer's satisfaction.

The plans of actions are as follows: possible markets to other car manufacturing companies through promotion of products focusing on price advantage; implementation of cost reduction programs to maintain price advantage; implement electricity saving measures; implement advance production to serve as buffer for possible increase of customer's order; conduct cycle time improvement study such as lean manufacturing; and establish financial data analysis in order for management to determine the real time financial health of the company;

The specific actions are discussed. It is empirical for the company to follow the programs identified and ensure that the management is very much sure to support this program to make it a success.