Just an Example of my writing!!!

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Case Name: Trying To Stay In The Game
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Overview

The start of this whole case begins with the history of a well known motorcycle company known as “Harley Davidson”. The name originally originated from William S. Harley and Arthur Davidson, the original founders of the company. Throughout the history mentioned in this case, it seems as if the company has had many ups and downs since the beginning years of 1903 until now. The company in fact is very well known in today's generation but it took a long time for the company to earn its name and business. Harley Davidson has stated that they originally began with a sale of just one bike back when the first began.

It seems as if the first bike was unsuccessful but that did stop the company from succeeding onto the more sales. As the years passed by, Harley Davidson began doing even bigger numbers due to many circumstances. These circumstances consisted of more efficiency in the quality of bikes they were producing along with what was going on in the world as well. For example, the company was able to expand in sales during the first World War where they had the military as the customers for their products. Along with these successes, the company in fact still has not proven itself to be very secure just yet.

It has had some disadvantages such as tragic events going on in the world such as the Great Depression. The market seemed to drop tremendously, not allowing the company to fulfill its needs and causing them to almost go bankrupt. Not being able to have affordable manufacturing costs also played a role in where the company could not move forward even if they were producing more advanced and equipped bikes. Eventually there was a point where the original founders were put in a position where they had to sell the company.

Harley Davidson at last was bought back from the original founders. Throughout the years after this, the company did in fact face some accomplishments. This gave the company a better name and allowed them to stay in the business. Now in the last 3 years, the company seems to be showing some decline in sales and is not facing any really huge accomplishments.

Statement Of Problems

The company seems to be facing many challenges nowadays but the following are the top problems in my opinion on why the company in fact is not growing. One of the first problems

I would have to say is that they are not fulfilling the needs of today's generation. As the case states, there is a bigger market of young people looking to purchase smaller bikes where in fact Harley Davidson is more of a company that offers heavier and bigger motorcycles. Another problem that I have come up with from doing research besides this case would have to be the reliability of the motorcycles the company is producing. A good percentage of research states that most motorcycles produced from Harley Davidson are great bikes but must stay constant on maintenance or else this could potentially lead to issues on the motorcycles. This in fact makes the product too expensive and unreliable for buyers.

Another issue affecting the company is the reputation of the company. Over the years the company has been very well known, but it has had some unprofessional moments. Not having to do with the fact that they were bought from a company known as “AMF”, the company has in fact almost gone into bankruptcy. This does not attract buyers to have the desire to buy motorcycles from them but rather from different companies. Overall I believe there is one more problem the company faces.

Last but not least, I would have to say the fact of declining sales along with the competition of other companies. The company has not been consistent with numbers which is another unprofessional issue of declining sales.

Answer To Questions

1: Who are the major competitors affecting Harley-Davidson?

1A: Since the company is not one of the top motorcycle manufacturers at the moment it does in fact face many competitors. These competitors consist of companies such as Yamaha, Triumph, Ducati, BMW, Honda, and Indian. Due to the fact of Harley Davidson being in danger of failing, most motorcycle companies are considered to be competitors of the company.

2: How have changing customer demographics affected Harley? How might they address this better?

2A: I feel as if changing customer graphics has been a little more negative in this matter.This has caused the company to decrease and sales rather than gain. Making changes in a company is sometimes needed to bring more excitement and interest to buyers in order to produce more sales. In my opinion, I believe that they did the right thing in making this change but it was not that successful due to other factors like the statement of problems I listed above before. I believe that the only way they would be able to address changes like this would have to be listening a bit more to what these customers are complaining about and what they claim to want.

3: What role does the government play for firms like Harley-Davidson?

3A: Throughout the years, the government has in fact done a lot for companies like Harley-Davidson. They play a big role in helping the company deal with competition from other companies. The government has done helpful things such as increasing tariffs from companies in foreign countries. This allows companies like Harley-Davidson to have an increase in sales and rise in stock pricing.

4: How has the international dimension most directly affected Harley-Davidson?

4A: The international dimension put more pressure on the competition that Harley-Davidson has had before and currently. This forced a Harley-Davidson to look for solutions or ways into competing. Since Harley-Davidson would face problems internationally, it only makes sense as

to why the company is struggling. It is not just competition the company faces in the United States but internationally as well.

My Recommendations

My recommendations into making Harley-Davidson into a better company would have to be based on some components. I would first begin by looking at the competitors and see what they have to offer. Based on what they have to offer, I would check how differently these factors are compared to Harley-Davidson. Having the best to offer on the market is what attracts buyers into buying from a company. After finding out what is different in every company, I would suggest finding a way to create these motorcycles in the most affordable and reliable way.

To do this, I believe the company would have to change its audience in the sense of limiting the production of such big amounts of heavy motorcycles. It seems as if nowadays many people are looking to buy big bikes but lighter bikes and more modern looking. Once you analyze which audience is the biggest, I believe the company should focus on making that audience's satisfaction a top priority. Making an audience's satisfaction a top priority requires aspects such as reliability, warranty, and affordability.

Once we separate that category, that does not mean that the company needs to stop satisfying the rest of the audiences. I am not stating that Harley-Davidson needs to make everything more affordable,but rather making it worth what you pay. If people are paying a good amount of money on a motorcycle, they are expecting to receive something very impressive and reliable. The next that is similar but very effective in making a company rise back up is building its reputation. No one wants to buy from a company that has a bad and unprofessional history like Harley-Davidson.

As early as a year ago in 2020, they reported that the CEO Matt Levatich quit after 4 years of working for the company. That shows weakness worldwide that the company is not stable but rather struggling to even keep employees in the company. My recommendation would be hiring a staff that is very professional who has ambition into bringing up ideas in managing and expanding the company. Having a strong lineup in a company allows the company to grow, it is a big requirement in my opinion. The next thing I would recommend is if the company is really failing, postponing certain models until the company can prove its efficiency in producing a good product.

This will show globally that the company is ready for change and the next couple models to come out will be guaranteed to be most of the features that the customers are asking and looking for. Customer satisfaction comes a long way in rebuilding a company to be reputable and improved. Last but not least, I would recommend looking for ways to do smarter spending. Maybe cutting down on certain items that the company does not need or want can help the company save money to create better products.