

Ford (HBS 9-614-018)

- 1.** Do a “five forces” analysis of Ford.
- 2.** How is the environment changing for Ford? What are the threats and opportunities?
- 3.** How would you assess Ford’s BYOD connectivity strategy?
- 4.** How does the ride sharing (or car sharing) business affect Ford? Should they enter this business?
- 5.** Should Ford make a bolder move in the parking business?
- 6.** How should Ford balance its Blueprint for Mobility against opportunities in emerging markets?