



**HONDA** 

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HONDA STUDY TEAM



# HONDA STUDY TEAM



## SALES/MARKETING GROUP

BILL WROBEL	SALES OPERATIONS - GROUP LEADER
JOANN HECK	SERVICE
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## TECHNICAL GROUP

PHIL JANSEN	PRODUCTION PLANNING - GROUP LEADER
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BRUCE DONALDSON	MANUFACTURING
JIM FINCK	PROGRAM MANAGEMENT - TEAM LEADER
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## FINANCE/ADMINISTRATION GROUP

REIKO MCKENDRY	INTERNATIONAL - GROUP LEADER
TIM EMMITT	FINANCE
GLORIA LARA	FINANCE
LINDA RUMSCHLAG	HUMAN RESOURCES

INFORMATION SEARCH CONDUCTED BY  
JOHN KRAMER AND BILL KENNEDY  
FOR THE STUDY TEAM.

GOOD AFTERNOON GENTLEMAN. MY NAME IS JIM FINCK AND I AM HERE TODAY ALONG WITH 4 OTHER MEMBERS OF THE HONDA STUDY TEAM TO PRESENT TO YOU THE FIRST IN A SERIES OF 3 PRESENTATIONS ABOUT HONDA MOTOR COMPANY LIMITED.

FIRST, I WOULD LIKE TO TAKE A FEW MINUTES TO DESCRIBE THE SCOPE OF THE STUDY AND A BRIEF HISTORY OF HONDA BEFORE WE BEGIN THE BODY OF TODAY'S PRESENTATION.

THE INITIAL MEETING OF THE STUDY TEAM MEMBERS AND DEPARTMENTS THEY REPRESENT WAS ON SEPTEMBER 10TH.

TO PROVIDE FOCUS, A TEAM MISSION STATEMENT WAS DEVELOPED AND IT IS SIMPLY, "TO UNDERSTAND HOW HONDA OPERATES AND TO COMMUNICATE THE TEAM FINDINGS TO MANAGEMENT.

Because of cultural differences, Chrysler employees would not understand the question "What is the Chrysler way?" Instead, 3 weeks ago, we conducted an informal survey of 270 employees and asked the open ended question - "What do you think Chrysler's Priorities are?" The answers we received in order of importance are shown here:

First is Short term profit or profit by an overwhelming margin. Market share and cost reduction were 2 and 3. Quality was number 4. And company image 5.

These replies indicate the direction that is communicated to the employees by the actions of our company.

# **SURVEY - WHAT ARE CHRYSLER PRIORITIES?**

- **SHORT TERM PROFIT/PROFIT** 41%
- **MARKET SHARE** 16%
- **COST REDUCTION** 12%
- **QUALITY** 10%
- **COMPANY IMAGE** 9%

We also asked "What do you think they should be?" The answers we received to this question indicated some differences.

Quality was number one with customer satisfaction a close second. (In the first question the customer ranked only 7th). Product or innovation was number 3. Long term profit was 4, and Human resources, people, moved from LAST in what Chrysler's priorities are, to 5th in what they should be.

We will refer to the results of this survey throughout our presentation. The survey serves to indicate a difference between the priorities communicated by top management and those the employees think we should have.

## SURVEY - CHRYSLER PRIORITIES

### ARE

● PROFIT	41%
● MARKET SHARE	16%
● COST REDUCTION	12%
● QUALITY	10%
● COMPANY IMAGE	9%

### SHOULD BE

● QUALITY	30%
● CUSTOMER	21%
● PRODUCT/INNOVATION	13%
● LONG-TERM PROFIT	12%
● HUMAN RESOURCES	8%