
Video Case: Gung Ho

To: All International Business Students
From: Mr. Boulton
Date: October 24, 2006
Re: Case Study #1

Scenario:

You are the head of a team from an American Consulting firm. You have been hired by Assan Motors of Japan to help them through their current dilemma.

The plant they just recently purchased in the United States has been troubled from the beginning. Despite the fact that it has just been retooled with the latest equipment, productivity is low, management-employee relations are extremely poor, and there has just been a walkout at the factory. Head office in Tokyo is debating whether to close the plant or not, and they're leaning strongly to closing. This would be an incredible embarrassment for Assan Motors in Japan, as well as its executives that were sent to America. Not to mention that it would destroy what little reputation the vehicle has in the US market. A market it's trying to capture a larger share of.

Your task is to help Assan Motors rescue the situation. Assess the current situation as well as recent events and provide a summary of your analysis. Suggest possible alternatives to take at this point in time, that will both satisfy the needs of Assan Motors as well as its labour force.

Due: May 12th, 2006