

Case Study

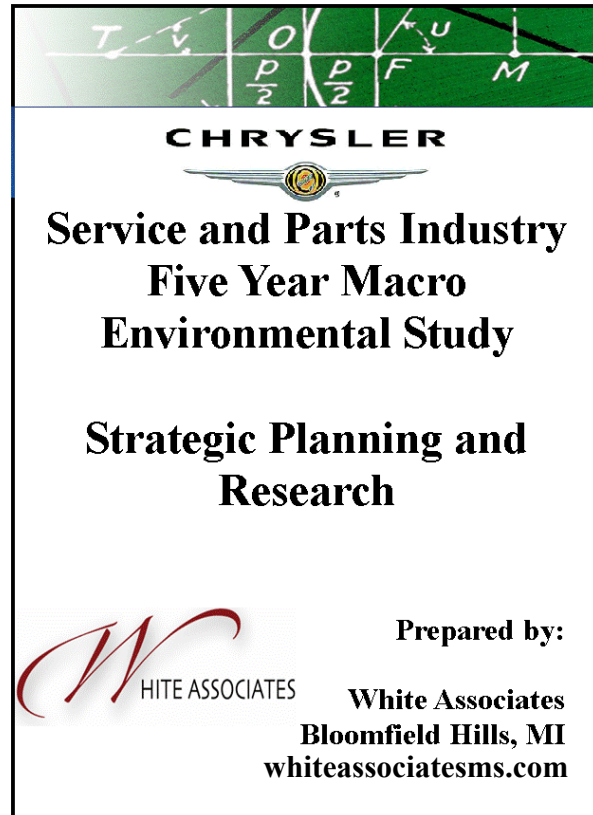
Performance Enablers :: Chrysler

Chrysler requested that **White Associates** build an Environmental Analysis for the automotive industry.

This **White Associates** Environmental Analysis provided strategic and tactical direction for all Chrysler business units and their respective marketing plans.

This analysis covered details of:

- Consumers
- CSI trends
- Ownership trends
- US aftermarket
- New car and truck franchises
- Vehicle dealer franchises
- Legislative environment
- Globalization



The White Associates series of Environmental Plans allow managers to pay simultaneous and equal attention to both external strategy and internal capability.

This analysis for Chrysler suggested a unique strategic management direction that dove-tailed the organization's capability with the opportunities and threats it faces in its environment. Its conclusions provided the building blocks for continued market improvement even in a more competitive automotive environment.