

THE CHALLENGE OF CONSERVATION OF STRATEGIC CHANGE: THE CASE OF ALLIANCE RENAULT- NISSAN–MITSUBISHI

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ABSTRACT

Object of present report consists the analysis of case strategic alliance of Renault, Nissan, Mitsubishi and results their change. This is how the processed are examined through which he moved the specific decision, as well as priorities that companied the suggested change.

Reference is made in basic axis of plan alliance Renault, Nissan, Mitsubishi that is the decrease of cost production and "tightening" of relations.

In continually, reference is made of leader roles of three companies in terms of platforms models every company but also in technological development of possible points.

Also, is examined how this new business model of alliance will allow in companies-members make the most of it the experience and their competitiveness to enhance the alliance in her total, in a radically changing global environment cars.

After, from the description of external environment with the use of dimensions P.E.S.T. (Political – Economic – Social – Technological), discusses issues required of competitive macro-environment of company with the use of model five forces of Porter.

In continually, is examined the result of alliance and end is done an effort analysis of available strategic choices for Renault, Nissan, Mitsubishi. Finally, is recorded as series proposals, in order to recover the three companies.

Target of present project is the analysis of meaning alliance of entrepreneurs as well as the reasons for which the entrepreneurs proceed to synapse strategic alliances. While, the target of plan alliance Renault, Nissan, Mitsubishi is decreased the models of three companies until the year 2025 at 20% while the new models will increase from the today's 9% in 48%.

Keywords: Alliance, Cost production, Renault, Nissan, Mitsubishi.

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