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HONDA PRINCIPLES OF MANAGEMENT Date of Submission: 29TH JANUARY 2022 By DIVYANSHU NISHAANA Under the supervision of Swati Jain School of Law Delhi Metropolitan Education, Noida (affiliated to Guru Gobind Singh Indraprastha University, Delhi) Session 2021-2026 BRIEF HISTORY Honda Motor Company, Ltd. was founded in 1948, just two years after Soichiro Honda founded the Honda Technical Research Institute in Hamamtsu, Japan, which produced compact 2-cycle motorcycle engines. Since 1959, Honda has been the world's largest motorbike manufacturer, with 400 million units produced by the end of 2019, as well as the world's largest maker of internal combustion engines by volume, with over 14 million units produced each year. The headquarters of Honda are located in Tokyo. Honda built its first dealership in Los Angeles eleven years after the company was founded, in 1959, with only six personnel on staff. Honda has come a long way in a short period of time, producing millions of automobiles for hundreds of thousands of customers. Honda began marketing power equipment in the United States in the 1960s, such as tillers and generators, and the Honda Dream CB750 Four motorbike debuted in the United States in 1969. In the same year, the Honda N600, the world's first Honda automobile, was released in the United States. The Honda Civic, which would go on to become one of the most popular automobiles of all time, made its premiere in hatchback style in 1973. The Honda Civic, with a CVCC engine, was debuted a year later, in 1974, and was the first vehicle to meet the criteria of the United States. Without the use of a catalytic converter, the Clean Air Act can be met. The debut of the Accord and the CRX, as well as the launch of Acura, the first premium brand from a Japanese carmaker, occurred during the 1980s and 1990s for the fast rising Honda Motor Company. The Honda Accord Coupe was the first vehicle developed in the United States to be shipped to Japan in 1988. At the start of the millennium, Honda was experiencing a period of growth, indicating a bright future for the company. This was a watershed moment in Honda's history, since it cemented the company's safety reputation, which has lasted until this day. This was a watershed moment in Honda's history, since it cemented the company's safety reputation, which has lasted until this day. ORGANISATION OF STRUCTURE 1588770144145 BOARD OF DIRECTOR 4000020000 BOARD OF DIRECTOR 16922755973445009036055973445004003675429196500169227542919650060540904291965002627630429196500-588645429196500-588645429196500261683528460700055492651202055002627630120142000-1574801201420002 61683568643500-15748012014200026168352413000041833806085840HC3 DIVISIOM 4000020000HC3 DIVISIOM 18103856175375PART DIVISION 4000020000PART DIVISION -4940306175375TECHNICAL SERVICE DIVISION 00TECHNICAL SERVICE DIVISION 41833804958715LOGISTICS AND DISTRIBUTION DIVISION 00LOGISTICS AND DISTRIBUTION DIVISION 18916654958715SALES DIVISION 00SALES DIVISION -9975854801235MARKETING PLANNING AND ANALYSIS DIVISION 00MARKETING PLANNING AND ANALYSIS DIVISION 41833802184400FINANCE DIRECORATE 00FINANCE DIRECORATE 36150553178810HR,GA,IT DIRECTORATE 00HR,GA,IT DIRECTORATE center2120900MARKETING DIRECTORATE 00MARKETING DIRECTORATE -6413502120900PRODUCTION ENGINEERINGAND PROCUREMENT DIRECTORATE 00PRODUCTION ENGINEERINGAND PROCUREMENT DIRECTORATE 3657600236220CORPORATE FUNCTION 400000CORPORATE FUNCTION Matrix organisational structure is followed by Honda .A matrix organizational structure is a workplace format in which employees report to two or more managers rather than one manager overseeing every aspect of a project. This type of structure is often useful when skills need to be shared across departments to complete a task and can allow companies to utilize a wide range of talents and strengths LEADERSHIP AVENUES Because of the following reasons, Honda follows transformational leadership: Encourages followers to be motivated and grow in a positive way. Within the organisation, exemplifies moral norms and encourages others to do the same. Promotes a moral workplace with clear values, priorities, and standards. Encourages employees to shift from a self-serving perspective to one where they are working for the greater good. Places a premium on honesty, collaboration, and open communication. Provides coaching and mentoring, as well as taking responsibility for responsibilities. PROBLEM FACED BY THE ORGANISATION After economic reforms in the early 1990s allowed international firms to start direct operations in India, Honda India was one of the first foreign vehicle makers to join the Indian market. Honda India quickly established itself as a leader in the mid-size sedan category despite the lack of tiny cars. Customers in India's upper middle class preferred certain of its models, such as the Honda City. Honda India, on the other hand, began to face stiff competition from other foreign competitors in the industry, such as Volkswagen and Hyundai. Honda's best-selling models, such as the Honda City and Civic, have lost their market leadership. One of the key reasons for Honda India's poor performance was the lack of diesel-powered vehicles at a time when diesel was heavily subsidised by the Indian government. Honda India's lack of presence in the small car sector exacerbated the company's woes, as it was unable to penetrate into small cities and towns with its pricey sedans. Honda India took a variety of initiatives to tackle the new challenges, including releasing diesel-powered models, MUVs, and tiny sedans. It has reduced the pricing of several of its models in order to

make them more competitive on the market. Honda India's efforts paid off with increasing sales of many of its models. Honda India wanted to strengthen its market position by concentrating on customer satisfaction and quality. Analysts, on the other hand, were concerned about Honda's chances in India. Honda India's efforts paid off with increasing sales of many of its models. Honda India wanted to strengthen its market position by concentrating on customer satisfaction and quality. Analysts, on the other hand, were concerned about Honda's chances in India. SUGGESTIONS I propose that we address the aforementioned issue by providing incentives to employees, such as badges for employee of the month. Honda should have a strong company culture to decrease staff turnover. Employees can be reminded of this by attending annual seminars. They should build online quizzes and chat rooms in order to retain a strong consumer relationship and receive helpful input. As Honda becomes more worldwide, the regulations established by Mr Honda and Mrs Fujisawa must be updated to reflect the changing circumstances. They should also employ various management styles, as each country has its unique management style.

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premium brand from a Japanese carmaker, occurred during the 1980s and 1990s for the fast rising Honda Motor Company. (2)

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Encourages employees to shift from a self-serving perspective to one where they are working for the greater good. Places a premium on honesty, collaboration, and open communication. (7)

Provides coaching and mentoring, as well as taking responsibility for responsibilities.

PROBLEM FACED BY THE ORGANISATION After economic reforms in the early 1990s allowed international firms to start direct operations in India, Honda India was one of the first foreign vehicle makers to join the Indian market. (9)

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One of the key reasons for Honda India's poor performance was the lack of diesel-powered vehicles at a time when diesel was heavily subsidised by the Indian government. Honda India's lack of presence in the small car sector exacerbated the company's woes, as it was unable to penetrate into small cities and towns with its pricey sedans. (10)

Employees can be reminded of this by attending annual seminars.

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As Honda becomes more worldwide, the regulations established by Mr Honda and Mrs Fujisawa must be updated to reflect the changing circumstances.

They should also employ various management styles, as each country has its unique management style.

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