**Abstract**

*(An abstract is a comprehensive summary of the contents of what will be shared on the document. Please do not copy and paste word-by-word the information that was provided in the scenario (assignment list or reading materials) as your Abstract or Introduction in your submission. You are welcome to use the information, just remember to cite and reference list via APA format.)*

**Introduction**

*(An introduction is information on what will be shared on the documents. In other words, here you will be sharing the flow of what the reader will be expecting to read. This is different from the Abstract.)*

**Compare and Contrast Ford and Honda**

*(You need to research, analyze, and compare & contrast both firms to better understand their current position and future plans to increase competitive advantage; Explain what common problems each auto giant is facing in the current economy; what kind of competition is the other auto firms dealing with; and the demand for a lower cost, more ecologically friendly, alternative fuel vehicle)*

**Ford Perspective**

*(Provide a Brief Overview of the SWOT Analysis for Ford here, before you do the analysis)*

**Strengths** – *(Provide 5 Strengths)*

**Weaknesses** – *(Provide 5 Weaknesses)*

**Opportunities** – *(Provide 5 Opportunities)*

**Threats** – *(Provide 5 Threats)*

**Ford Strategy**

*(Propose a complete strategy which addresses one of Ford’s weaknesses & what you would do about it for the Implementation, Ramification (Pros & Cons) and Feedback Mechanism)*

**Implementation**

**Ramification (Pros and Cons)**

**Feedback Mechanism**

**Honda Perspective**

*(Provide a Brief Overview of the SWOT Analysis for Honda here, before you do the analysis)*

**Strengths –** *(Provide 5 Strengths)*

**Weaknesses –** *(Provide 5 Weaknesses)*

**Opportunities –** *(Provide 5 Opportunities)*

**Threats –** *(Provide 5 Threats)*

**Honda Strategy**

*(Propose a complete strategy which addresses one of Honda’s weaknesses & what you would do about it for the Implementation, Ramification (Pros & Cons) and Feedback Mechanism)*

**Implementation –**

**Ramification (Pros and Cons) –**

**Feedback Mechanism –**

**Honda Strategic Proposal for Alternative Fuel Vehicle Issue**

*(If you were Honda, propose a complete strategy (implementation, ramification and evaluation) explaining what you would do about the alternative fuel vehicle issue)*

**Conclusion**

*(A conclusion is information on what was shared on the documents. In other words, here you will be sharing the main highlights what you want the reader to remember from the document that they have read. This is different from the Abstract and Introduction.)*

**Reference List**

*(There is a requirement for a minimum of three (3) scholarly sources)*

*Reference 1 –*

*Reference 2 –*

*Reference 3 –*