Nissan Structure Case

1. **From exhibit 10.1 Dominant growth patterns of large corporations, what structure type is Nissan using?**

The organizational structure that Nissan is using is the **division structure,** sometimes called the multidivisional structure or M-Form. This is because it is organized around products, projects, or markets. When a firm expands into related products and services, it often changes its structure to divisional structure from the functional structure

1. **Which business level competitive advantage is Nissan seeking?**

Customers or clients are essential to any team and are critical to obtaining and sustaining competitive advantage. When a company can predict and satisfy the future customer needs, they gain competitive advantage. Nissan’s push into electric cars seems to change and improve the sales. The government is starting to support the technology with subsides and changing stations. The business level competitive advantage that Nissan is seeking is **differentiation**. Value is provided to the customers through characteristics of an organization’s product and it unique features rather than the lowest price. Value differentiation is done through an advanced technological feature, efficient customer service, rapid product innovation, high-quality features, and image management.

1. **Nissan is failing at which value chain elements?**

The value chain element that is failing is the **support operation** which is management. A range of problems at Nissan is blamed on poor execution and management. When an organization creates more value, it is likely to become more profitable. How a company creates value as well as add value are the critical elements in developing a competitive strategy.

1. **This article states Nissan's move to independence or interdependence?**

**Interdependence** helps business owners to understand how different department rely on the performance of the others. The departments of an organization are given tasks to work together by structuring the respective work tasks. Each task given to each department should be managed with different coordination methods. Nissan is carving up areas of responsibility into more manageable pieces, by rearranging the management team.

1. **How has Nissan failed to be "ambidextrous?"**

 Ambidextrous organization designs create units that have their unique processes, cultures, and structures that are mainly intended to support early stage innovation. Executive leadership can create a unit the organization that is specifically intended to develop breakthroughs in regards to innovations. **Nissan is falling to be ambidextrous because it lacks a team that is behind innovations that will trend in the near future**. Managers ought to balance contradictory structures, cultures, and skills so as to enable them to be able to compete successful. Being ambidextrous means continuing to oversee the main business and at the same time protect the emerging venture as it evolves and grows.