VII. IMPLEMENTATION

A. PROGRAM OBJECTIVES

To increase Fiat-Chrysler's market share by minimizing losses and maximizing sales in the European Market.

B. PROGRAM ACTIVITIES

1. Focus on the production/sales of Luxury brands (Alfa Romeo and Maserati) and Jeep.
2. Create an advertising/sales campaign to enforce sales of luxury brands in Europe.
3. Minimize sales losses by Fiat production; close one or more plants in Europe.
4. Provide after-sales services.

C. ACTION STEPS

Activity What?	Action Steps How?	Responsibility Who?	Start Date When?	Financial Impact How Much?
1. A. Review previous strategy		Upper Management	12/01/14	
B. Discuss recommended strategy	Discuss possible European market share gains of emphasizing the manufacture of luxury brands and Jeep	Upper Management Palmer, Richard	01/01/15	Determine production costs and establish budget
C. Implement revised strategy	Maximize production of Maserati, Alfa Romeo, and Jeep	Upper management Palmer, Richard	03/01/15	Endure production costs
2. A. Generate ideas for ad	Write specifications for advertising campaign	Upper Management Francois, Oliver	01/01/15	Determine cost of advertising campaign

B. Contemplate the possibility of outsourcing	Select the best European advertising agencies and request ad proposals	Upper management Manley, Francois & Palmer	04/01/15	Determine cost of outsourcing.
C. Select best advertising proposal	Analyze advertising proposals and select best advertising campaign between advertising department and external ad agencies	Upper management Francois, Oliver	06/01/15	Set budget for cost of advertising campaign
D. Implement advertising campaign	Launch the chosen advertising campaign to promote the sales of luxury brands and Jeep in Europe	Francois & Palmer	10/06/15	Endure the established advertising costs
3. A. Minimize losses caused by Fiat products	Assess production/ sales losses by all European Fiat Plants and possible benefits of shutting down and limit production to Fiat models	Upper Management Palmer, Richard	01/01/15	Determine profit benefits and losses reduction by shutting down plants and reducing production
B.	Close one or more Fiat plants in Europe	Manley & Keegan	01/01/16	Set budget for shutting down costs and determine benefits

C.	Limit Fiat production to best European sellers, Fiat 500 and Panda models	Upper Management Manley, Keegan, & Palmer	04/01/16
4. Ensure customer satisfaction and loyalty	Provide outstanding after-sales service at all dealerships. Making sure that the customer knows that they are the most important part of this enterprise	Upper Management	12/01/14

VIII. EVALUATION AND CONTROL

Fiat-Chrysler has been performing poorly on the European market share, mainly due to the millionaire losses caused by the Fiat products line. To improve its market share the company must reduce the production of the least desired Fiat models and reinforce the production, exportation, and sales of its luxury brands (Maserati and Alfa Romeo) and Jeep brands. However, in addition to these financial measures of performance, non-financial measures are essential in order properly measure the firm's value. To better evaluate and control the company's performance, a balanced scorecard approach should be used:

1. **FINANCIAL**

   ● Monitor Fiat Chrysler's market share internationally, especially in the European market (CI #1 and #2).
   ● Establish standards for sales, production, and exportation of Luxury brands and Jeep vehicles (CI #1, #2, and #3).

2. **CUSTOMER**

- Survey customers to gather information regarding product performance and after-sales experience to ensure their loyalty and satisfaction (CI#1, #2, and #3).

3. **INTERNAL BUSINESS PERSPECTIVE**

- Set a tolerance range, measure performance quarterly, and compare the results with the predetermined objectives (CI #1 and #2).
- Evaluate the actual performance of Marchionne's plans for profit growth to attract investors (CI #1 and #2).

4. **INNOVATION AND LEARNING**

- Set exporting objectives of luxury brands to establish a presence in the Chinese market (CI #1 and #2).
- Adopt the concept of benchmarking in order to appropriately compare to competition and industry leaders (CI#3).