**Fiat Chrysler Unveils 5-Year Plan**

**Goals, planning, strategy, Boston Consulting Growth matrix**

Description: This news clip talks about Fiat Chrysler’s 5-year plan. Fiat Chrysler has announced some lofty goals that it wishes to obtain in the next five years under the leadership of CEO Sergio Marchionne. This involves creating goals and strategies to increase growth and profitability. The company anticipates high growth for its Jeep brand. While some analysts believe Fiat Chrysler is overestimating its growth for the next five years, lofty goals are important to motivating the company and encouraging it to compete.

Please share your thoughts on the following issues as you watch a news clip about Fiat Chrysler’s 5-year plan. Fiat Chrysler has announced some lofty goals that it wishes to obtain in the next five years. This involves creating goals and strategies to increase growth and profitability. *Use with:* [*https://www.youtube.com/watch?v=QNy4jGlRG2Q*](https://www.youtube.com/watch?v=QNy4jGlRG2Q)

1. Are the types of goals that Fiat Chrysler is proposing strategic, tactical, or operational?
2. At what step of the planning process was Fiat Chrysler when this clip was filmed?
3. Describe the various goals that Fiat Chrysler has proposed over the next five years.
4. What assumptions is Fiat Chrysler making about the future?
5. What opportunities and threats do you believe Fiat Chrysler is likely to encounter in the near future?
6. Is this strategy that Fiat Chrysler developed an example of a corporate strategy or a business-level strategy? Why?
7. Using the Boston Consulting Growth matrix, where would you place the Dodge Caravan? How about the Jeep brand?