

EARLY FORD MOTOR CO.

- WHAT WAS MADE -

From early childhood Henry Ford was always looking to design and create things that would make every day life easier. His mechanical ability and inquisitive nature led him to the new industry developing in Detroit – Manufacture of Automobiles. To reach his dream, Henry determined that his automobile needed certain characteristics ...

PRODUCT CHARACTERISTICS

FACTOR	Characteristic	Builder / Buyer
Design	Simple	To make, operate and repair;
Size	Small, Light and Versatile	Easy to drive, Able to carry the whole family;
Quality	Durable, Reliable	Make it last, Few repairs;
Price	Inexpensive	Able to purchase and run.

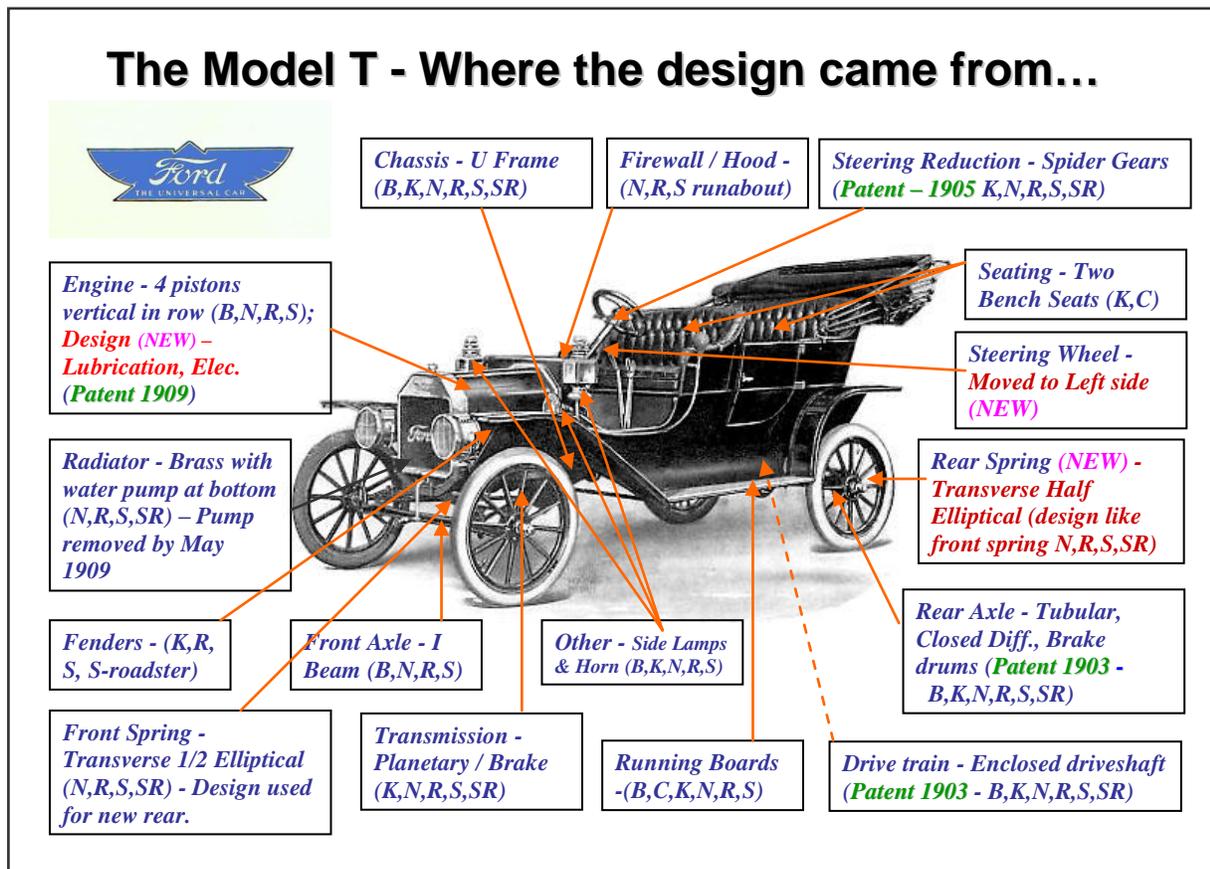
The Ford Models that met ALL of the four product factor characteristics were *Successful* and popular. Those Models that did not meet each and every factor characteristic were not popular, considered *Unsuccessful* and were hard to sell.

Though the first Model Ford automobiles were small, light and versatile, they were not always reliable and affordable by the average person.

1905 Henry Ford – “I will build a motor car for the multitude. It shall be large enough for the family; but small enough for the unskilled individual to easily operate and care for – and it shall be light in weight that it may be economical in maintenance. It shall be built of honest materials after simple designs that modern engineering can devise. But it shall be so low in price that the man of modest means may own one.” ... (PEFAE, Chapter 2, pg 30)

From 1903 to 1909, the Ford Motor Company developed new ideas and made changes to each Model Ford to make it better, fix issues and problems and improve the quality of the car.

By 1907, Henry Ford had a secure room on the third floor of the Piquette Plant set up where a group of engineers would develop a new Model Ford to be released in 1908 – The Model T.



The above picture shows where the different parts of the Model T came from and what previous models they were used in.

Why were the Ford automobiles so popular? ... Loyalty

Henry Ford believed that ... after a car was sold, if the level of support to **Service** a car was high, customers would prefer The Ford over other manufactures ... and they would tell others.