

Comparison of France and South Korea on car industry production (Based on United States Car Industry Preferences = Perbandingan Perancis dan Korea Selatan dalam industri mobil produksi (Berdasarkan Preferensi Industri Mobil Amerika Serikat))

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Abstrak

The following independent study paper will present an overview of the car industry in France (Europe) and South Korea (Asia) for the United States of America car industry. It will focus upon the historical background, and facts regarding several macroeconomic conditions, market conditions and socio-cultural conditions. The author chose France and South Korea, because both of them have appeared to have a good surface level for doing a foreign business for the US car Industry to open up their new production there. This paper used a literature review based on google scholars and the government's website. According to the Korea Automobile Manufacturers Association (KAMA) automobile output from Korea totaled 3,506.848 units in 2020, down 11.2 percent from 2020. Despite the fall in production, the country's overall auto output ranking moved up two notes from 2020. Car Production in France decreased to 1316371 Units (1316,371 K Units) in 2020. The maximum volume was 3701870 Units and minimum was 1316371 Units. Based upon the information gathered in this paper, South Korea has overall better conditions for US production and market seeking firms, compared to France, due to the historical background within the automotive industry, as well as the historical relations with the United States could support the choice for South Korea for investment opportunities, and so does the potential for future innovation capabilities of the region.....