



## ***Business Science Virtual Film Series***

### **REFLECTION QUESTIONS**

*Respond to the following questions in a 2- to 3-page essay format and submit to your professor for grading.*

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Find the movie for rent here: [https://www.amazon.com/Faster-Horse-Art-Hyde/dp/B017QDJYRS/ref=sr\\_1\\_1?ie=UTF8&qid=1491849441&sr=8-1&keywords=a+faster+horse](https://www.amazon.com/Faster-Horse-Art-Hyde/dp/B017QDJYRS/ref=sr_1_1?ie=UTF8&qid=1491849441&sr=8-1&keywords=a+faster+horse)

Or here:

<https://video.search.yahoo.com/search/video?fr=w3i&p=a+faster+horse+movie#id=2&vid=7a77dd647150c8e511e33a128a6ea4e0&action=click>

1. In your own words, define the Mustang brand. What does it mean (to you)? What does it embody? What does it represent? What does it communicate? How do it make a driver feel? What is its value?
2. Pick a particular time in Ford's history with the Mustang brand, and conduct a SWOT Analysis of the vehicle, as shown below:

<b>Strengths</b>	<b>Weaknesses</b>
<b>Opportunities</b>	<b>Threats</b>

3. What operational changes has Ford had to adapt to over the years to make "A Faster Horse"? How did robotics affect manufacturing and design? How has the role of line worker changed over time, and what influence have line workers had on the development and production of new Mustang models?
4. Given the opportunity, would you ever be a Mustang driver? Why or why not?