



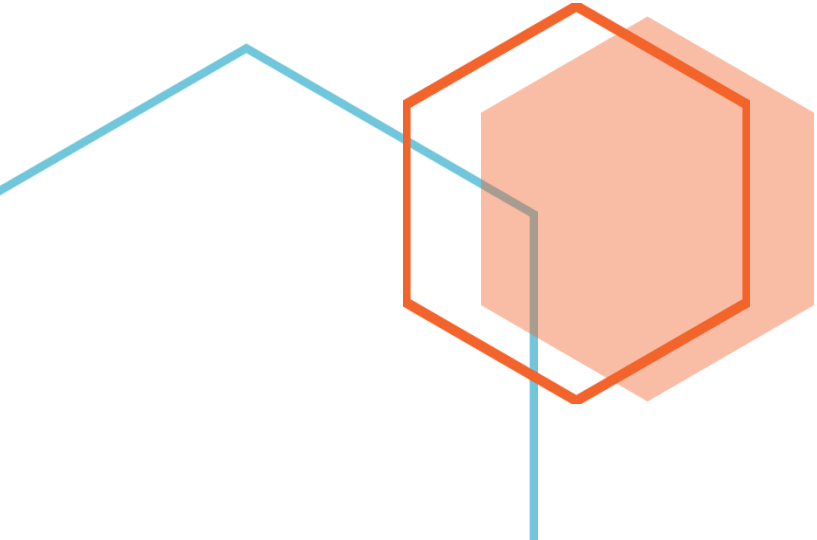
[Henry Ford]



[United States of America]



"If you think you can do a thing or think you can't do a thing, you're right."





Person's background

Henry Ford was born on July 30, 1863, on his family's farm in Wayne County, near Dearborn, Michigan.

When he was 13 years old, his father gifted him a pocket watch, which the young boy promptly took apart and reassembled. Friends and neighbours were impressed and requested that he fix their timepieces too.

Dissatisfied with farm work, Ford left home at the age of 16 to take an apprenticeship as a machinist at a shipbuilding firm in Detroit. In the years that followed, he would learn to skilfully operate and service steam engines and would also study bookkeeping.

In 1888, Henry Ford married Clara Ala Bryant. The couple had a son, Edsel, in 1893.

Brief Introduction

Today Henry Ford is credited for helping to build America's economy during the nation's vulnerable early years.

First steps in entrepreneurship and faced difficulties

When Ford was 28 years old, he decided to become an engineer, working for the Edison Illuminating Company and earned a promotion in 1893 at the age of 30, to Chief Engineer. It was around this time that he started experimenting with gasoline engines. However, it wasn't until 1898, when Ford was 35-years old, when he designed and built a self-propelled vehicle that he showed off to people, winning the backing of William H. Murphy, who, at the time, was a lumber baron in Detroit. Subsequently, Ford founded the Detroit Automobile Company a year later in 1899.

The main difficulty he had to overcome was to find capital to make his desired investments.

In 1901 his first company failed after an inability for Ford to pay back a loan to the Dodge brothers and due to inefficiencies in the design of the vehicle; the company ceased operations, dealing a stealthy blow to Ford. After the first failure, Ford convinced one of his partners to give him another chance. With mounting pressure, it was agreed that he would try again. But after disagreements, this venture also flopped.

How and why the person has succeeded, lessons learnt

His success comes mainly from his inventions and his huge innovation in the automobile industry.

Another very important factor is that he believed in himself and did not stop trying despite his failures.

Present situation and tips for success

In 1903 Ford gave it one final shot. At the age of 40-years old, after two separate failures, he tried again, incorporating the Ford Motor Company with \$28,000 capital. In 1908 Ford introduced the Model T and put the world on wheels with simple, affordable, durable automobile. He sold 15 million Model T's before ceasing production in May 1927, making it one of the best-selling vehicles of all time. Ford introduced the integrated moving assembly line to auto production in 1913. This





innovation reduced the chassis' assembly line from 12.5 to 1.5 hours and in doing so precipitated a revolution in manufacturing.

In 1914, Ford instituted the "\$5 workday," a significant wage at the time, to enable his employees to buy the vehicles they built. The move created loyalty among Ford workers and is credited with giving rise to a new middle class of consumers unencumbered by geography, free to travel the open roads, to live where they please and chase the American dream.

Ford Motor Company is rapidly expanding its advanced manufacturing capabilities and boosting global production to meet surging consumer demand. By 2017, Ford had increased its global flexible manufacturing to produce on average four different models at each plant around the world to allow for greater adaptability based on varying customer demand.

Conclusion

The Ford name is synonymous with the automobile. In fact, while the assembly line existed prior to Ford's arrival on the scene, so to speak, he created a car that was affordable by the everyday family, helping to develop what was to become the largest boom in the automotive industry with cars everywhere.