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Tata Motors strategy has been different compared to Ford Motors. They defeated their rivals by capturing the opportunities much ahead of competition even before they are prepared to deliver against orders.

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Based on the strategic analysis, Tata is a strong company that has gained significant competitive edge from its global expansion efforts through mergers and acquisitions, and its parent company Tata Group. The company has the right foundation in pace and is well placed to advance its international growth strategy in the selected regions. Works Cited

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